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The Economic Impact of the Major Boating Events at the Newport Yachting Center in 1982 on the City of Newport

Timothy J. Tyrrell

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PREFACE

In the summer of 1982, Jock West, executive director of the Newport Yachting Center, requested that the University of Rhode Island conduct a study to estimate the economic impact of its major boating events on the city of Newport. In keeping with its goals of supporting the marine trades industry and to provide a companion to its study of the 1973 Newport International Sailboat Show, the Sea Grant Program at URI offered to fund the major portion of this study. It was agreed that the study would focus on two major boat shows and six Rendezvous events.

The study was extended beyond its original scope in three ways. First, the Power Boat Show was added to the major events studied. Second, at the request of the Yachting Center, visitors to the shows were asked where they heard about the show, and exhibitors were asked how they rated them. Last, there was an analysis of the sales made by the exhibitors as a result of the show.

ACKNOWLEDGMENTS

The author wishes to express his appreciation to the many individuals who made this study possible. Foremost, the author wishes to thank Jock West and Jean Welker of the Yachting Center, who generously gave up much of their time during the busiest days of the boat shows. Also J.T. O'Reilly, director of the Yachting Center, and Niels Rorholm, former coordinator of the University of Rhode Island Sea Grant Program, are gratefully acknowledged for providing the financial support for the study.

The author also wishes to thank the expert staff of the Yachting Center who helped with many details of the boat show visitor surveys and with the compilation of address lists for the mail surveys. Claudette Levesque and the other 12 interviewers are also acknowledged for their patience and persistence in obtaining the primary data for the study. Appreciation is also due to the boat show visitors and exhibitors and the Rendezvous participants for their time and cooperation in the conduct of the surveys. Last, the author wishes to express much appreciation to Karyn Dumas for typing a difficult manuscript under a difficult time constraint and Janet Charron for editing the final version.

CONTENTS

1. Introduction 1

2. Research Methodology 2

3. The Wooden Boat Show, the Newport International Sailboat Show, and the Power Boat Show 4

   A. Visitors 4
   B. Exhibitors 5
   C. The Newport Yachting Center 6

4. Six Manufacturers' Rendezvous Events 7

   A. Participants 7
   B. Expenditures 7

5. Summary and Conclusions 8

   A. Total Direct Expenditures 8
   B. Indirect and Induced Expenditures 8
   C. A Comparison of the 1973 and 1982 Newport International Sailboat Shows 9

Appendix. The Questionnaires 23

References 30

LIST OF TABLES

1. State of Residence of Boat Show Visitors 10

2. Sources of Information about NISS 11

3. Per Capita, Per Diem Expenditures by Boat Show Visitors 12

4. Visitors' Expenditures by Day of Show for the WBS and NISS 13

5. Types of Exhibitors 14

6. Exhibitor Ratings of Boat Shows 14

7. Average Sales, Results, Expenses and Boat Show Ratings by Type of Firm 15

8. Average Exhibitor Expenses in Newport by Category for the WBS and NISS 16

9. Expenditures in Newport by the NYC for Each Boat Show 16

10. The Six Manufacturers' Rendezvous Events 17

11. Distribution of Rendezvous Participants by State of Residence 17

12. Average Expenditures by Rendezvous Participants 18

13. Direct Expenditures by Participants in NYC Events 19-20

14. 95% Confidence Ranges of Total Economic Impact 20

15. Selected Comparisons of the 1973 and 1982 NISS 21

1. INTRODUCTION

In 1982 the Newport Yachting Center (NYC) hosted the Wooden Boat Show (WBS) August 19-22, the Newport International Sailboat Show (NISS) September 9-12, the New England Power Boat Show (PBS) September 23-26, and six manufacturers' Rendezvous events among its other activities. These events attracted groups of boaters, sightseers, marine-products exhibitors and tradesmen to Newport for one to four days at a time. Goods and services were sold to the visitors and boaters by the NYC and its commercial guests. In addition, considerable sales were made by local Newport businesses due to these NYC activities. This report describes the measurement of the economic impacts of these non-NYC economic activities on the city of Newport.

2. RESEARCH METHODOLOGY

The research method employed in the analysis of each boat show and Rendezvous event was the same--total expenditures by each of the major spending groups were estimated. Four spending groups were identified for the boat shows: (1) the general visiting public, (2) marine trade patrons, (3) boat show exhibitors, and (4) the Newport Yachting Center itself. Two of these groups were also identified as the major spending groups associated with the Rendezvous events: (1) boating participants and (2) the Newport Yachting Center.

The numbers of visiting public, trade patrons, and exhibitors were taken directly from the attendance records and other accounts of the Yachting Center. The expenditures made by the visiting public and trade patrons were estimated from the results of interview surveys conducted during each of the shows. (The questionnaires used are given in the Appendix.) The interviews conducted at the WBS, the NISS, and the PBS numbered 394, 492, and 28, respectively.

The completed questionnaires were used to estimate average expenditures by category for each day of the show. Although the questionnaire was pretested, two adjustments were made to the collected data so that they most accurately reflected expenditures in Newport only. First, land transportation expenditures after a plane trip occasionally exceeded $20, with a note that said a car was leased in Boston or Providence. Since these non-Newport expenditures could not be counted, all values exceeding $20 in this category were disregarded. Second, judging by mileage estimates, many visitors reported total trip gasoline and oil expenditures rather than those incurred in Newport exclusively. These were adjusted by setting all gasoline and oil amounts at $15 to $20. Although this may have understated a few valid expenditures in Newport, another number might be overstated.

Once data validation and adjustments had been made, average expenditures per person per day were computed for each observation. These average per capita expenditures were adjusted downward for visitors who said that the boat show was not their only reason for making the trip to Newport. The mean and standard error was computed for each day of the WBS and the NISS and for the combined days of the PBS.

Expenditures by trade patrons (boat show visitors commercially involved in marine trade activities) were estimated to 1.85 times those of the average visting public during the show. This ratio was observed in the results of the study of the 1973 NISS, which surveyed each group separately. See part C of section 5.

Average exhibitor expenditures by firm were estimated from responses to a questionnaire mailed to all 70 WBS exhibitors and 330 NISS exhibitors (see Appendix). Two mailings to WBS exhibitors returned 43 completed questionnaires (61%) and a single mailing to NISS exhibitors returned 90 completed questionnaires (27%). Because the PBS exhibitors interviewed numbered only 28, they were not surveyed. The resulting sample size would have been too small for estimation purposes. Because the average PBS exhibitors were known to spend less on the show, their expenditures were conservatively estimated to be 50% of those of WBS exhibitors.

Expenditures made by the NYC were those wages or other operating expenses paid to Newport or Aquidneck Island residents or businesses for goods or services used specifically in each show as identified by the NYC accountant.

A questionnaire was mailed to all 350 participants in the six Rendezvous events (see Appendix). One hundred and twenty-six completed questionnaires were returned. This survey sought estimates of expenditures made by participants in Newport but not paid to the NYC. Adjustments were made to eliminate those made away from Newport. In particular, specific data were eliminated where reported boat fuel expenses exceeded $1,000. The NYC tabulated their expenses from their own accounts.

Average responses to expenditure questions and the distribution of the responses to the other questions from the six surveys are reported in the next two sections for the three boat shows and the six Rendezvous events. The fifth section summarizes direct and indirect economic impacts of all the events, and a comparison with the 1973 NISS is presented.

3. THE WOODEN BOAT SHOW, THE NEWPORT INTERNATIONAL SAILBOAT SHOW, AND THE POWER BOAT SHOW

The NISS is the premier boating attraction of the Yachting Center. It was a well-established 10-year-old trade show when it was purchased in late 1979. In 1982, 330 exhibiting companies and 17,000 trade patrons and public visitors attended the show. These visitors came in groups of an average size of 2.5 persons and stayed an average of 1.2 days at the show.

The WBS was the first of its kind on the East Coast when it was sponsored in 1981 by the Yachting Center. In 1982 this newcomer attracted 70 exhibiting companies and 12,000 trade patrons and public visitors. The group sizes averaged 2.6 persons and they stayed an average of 1.4 days at the show.

The PBS was first held in 1982, and because of bad weather in late September attendance was only 2,200. Forty exhibitors participated in this show. The average group size was 2.1 persons and the average stay was 1.0 days.

A. Visitors

During each of the boat shows, visitors were interviewed about their trip to Newport and expenses incurred on the trip. The NISS and WBS visitors came from 23 states in the United States and from Canada and four other countries. The PBS visitors interviewed came from six states in the Northeast. The distribution of visitors by state are shown in Table 1.

Visitors heard about the boat shows from a variety of media and other sources such as boat dealer references. NISS visitors were asked specifically where they heard about that show. Results for the 488 who answered are given in Table 2. Of those interviewed, 39% "Came Before" and another 22% heard about the show by "Word of Mouth." Among the media sources, Sail magazine was cited by 12% of the visitors.

Because the town has many attractions for visitors, an important item on all questionnaires concerned the role the boat show played in the visitors' decision to come to Newport. The question was asked in two parts: "Was the boat show your only reason for making this trip to Newport?" and "If not, approximately what % of your reason was it?" For the WBS the average response was 85%, for the NISS it was 92%, and for the PBS it was 88%. The percentage reported by each visitor was multiplied by his expenditures to compute those attributable exclusively to the boat show.

Expenditures by visitors were grouped in five major categories: transportation, lodging, meals, entertainment, and miscellaneous. Transportation was further divided into six subcategories: ground transportation associated with plane trips, marina fees, boat fuel, ground transportation associated with boat trips, gas and oil for automobiles, and parking. Other transportation expenses such as plane fares and highway and bridge tolls were omitted because they were not paid to Newport. The average of each of these expenditures and the total per person, per day of trip, adjusted for the percent of reason given for each of the boat shows are given in Table 3. The standard errors of these mean values are also given to indicate accuracy of these sample estimates as a measure of the

true population averages. With 95% confidence, the true population average is in the interval between the sample mean minus twice the standard error and the sample mean plus twice the standard error. For example, with 95% confidence the true NISS adjusted average total expenditure per person per trip would be between $31.41 and $39.94. Although the mean expenditures for the WBS visitors was higher, the accuracy of this estimate is lower. This is partly because of the smaller sample size. The true WBS adjusted average total expenditure per person per day is in the interval between $35.92 and $50.49 at the 95% level of confidence.

Considerable differences were found between total expenditures on different days of each show. These are associated primarily with the difference between weekday and weekend visitors. For each day of the NISS and the WBS the means and standard errors for the major expenditure categories are given in Table 4. Over the four days of the WBS, adjusted total expenditures per day per person declined gradually from $57 to $45 to $43 and, finally, to $27. In contrast, average daily expenditures at the NISS dropped suddenly from the $41-$49 range to the $26-$29 range when the weekend visitors arrived. Because of these differences it was decided that expenditures by visitors on each day of the WBS and NISS should be estimated separately. Data limitations prevented this separation for the PBS.

B. Exhibitors

The diversity among exhibitors at the WBS and NISS made it difficult to group them by any obvious criterion. The questionnaire which they received asked them to identify their type of company according to twelve categories. Table 5 describes the distribution of companies that answered the questionnaire. It was not possible to identify the distribution of all participating exhibitors for comparison. As the table shows, 21 to 26% of the exhibitors did not fit the named categories well and therefore were included in the "Other" category. In addition, some companies had checked two or more categories--these were assigned to the first one mentioned.

Both WBS and NISS exhibitors rated the Yachting Center shows very highly. The distribution of responses to a question on their comparisons with other shows is given in Table 6. More than 80% of all respondents rated the Yachting Center's show "Better Than the Average" and roughly half of these rated them "Better Than all the Others."

Sales expenses and ratings of the shows differed by type of firm, as indicated in Table 7. The responses from exhibitors at the WBS and the NISS were combined so that average sales and expenses could be estimated over a reasonable number of firms. Two types of sales figures are shown in the table. The first amount is the result of contacts made at the show for which transactions transpired after its end. The fourth and fifth columns give the average expenses made in Newport and in total. The last two columns give the Average Rating index and the Sales + Results/Total Expenses ratio. These values are indicators of the satisfaction and the success of each type of exhibitor.

Sailboat builders had the greatest average sales of all types of firms, incurred the greatest expenses, and had the greatest sales-to-expense ratio, but in general they ranked the shows as only "About Average" (2.0). Firms with sales-to-expense ratios below 1.0 (indicating gross sales did not cover expenses) include other boat builders, sailboat hardware, and cleaner,

chemical, paint, and preservative manufacturers and retailers. The first two of these categories of firms, however, rated the shows higher than did the sailboat builders. Despite considerable differences between types of firms, the average rating by firms is 1.9 and the average sales-to-expense ratio is 29.5. Both measures indicate very successful shows from the average exhibitor's point of view.

Exhibitor expenses in Newport were separated into seven major categories, as shown in Table 8. Exhibitors were considerably more precise than the visiting public in estimating the portion of their expenses that was paid to Newport firms and residents. For both the WBS and the NISS the largest expense category for exhibitors was for staff meals and lodging. For the WBS the next largest category was transportation costs, while for the NISS, exhibit preparation was second largest. The average NISS exhibitor spent twice as much in total as the average WBS exhibitor.

C. The Newport Yachting Center

The Yachting Center has invested over $1.5 million in renovations of its waterfront property since 1979. Since the boat shows are major activities of the Yachting Center, a portion of this fixed investment could reasonably be considered as an impact of each show. However, the determination of these amounts is beyond the scope of this study.

The admission fees and booth rental fees paid to the Yachting Center by the visiting public and exhibitors were not counted because their economic impact on Newport are considered with the NYC's expenditures on labor, goods, and services. This procedure avoids the problems involved in using confidential Yachting Center business records. However, as with the portion of capital investments, which also was not counted, the full impacts of the boat shows are underestimated by the portion of fixed NYC employment, operating expenses, and owner returns which might be associated with each show.

The remaining expenditures by the NYC for each show were identified and tabulated by the NYC accountant for each of the boat shows. These figures are given in Table 9. The PBS figure of $3,700 is an underestimate of the promoter's impact on Newport to the extent that the Rhode Island Marine Trades Association co-sponsored the event. Records from that association were not available.

4. SIX MANUFACTURERS' RENDEZVOUS EVENTS

Throughout the summer of 1982 the Yachting Center hosted Manufacturers' Rendezvous events where boat owners and representatives of boat manufacturers met for seminars, clambakes, and other social events. The NYC provided docking space, transportation, meeting facilities, and other services for the participants and collected fees according to the number of persons per boat and the size of boat.

A. Participants

The six Rendezvous events studied here and the number of participants at each are shown in Table 10. The participants were mailed a questionnaire in November 1982 asking about their expenses at the event. To 350 requests, 126 replied (36%). Since the exact population was known, it was possible to compare the percentages of responses received from each state with the percentages of participants from each state and weight the data to correct for sample bias. These percentages and the state weights are given in Table 11 for the six combined Rendezvous events.

B. Expenditures

Participants in the Rendezvous events came in groups with an average size of 4.2 persons and stayed an average of 3.4 days. The average round-trip distance traveled was 330 miles. Expenditures by participants were grouped into seven categories similar to those used for expenditures by the visiting public at boat shows. Some adjustments to the data were required to eliminate overstatement of expenditures in Newport. Four of the 126 participants reported boat fuel expenses greater than $1,000. These were omitted from the calculations, since they were believed to correspond to an entire season of boating. The weighted and unweighted expenditure means and the standard errors of the remaining 122 observations are given in Table 12. The largest expense is for meals, followed by boat fuel and dock fees. Together these three categories account for 72% of the average total expenditures by a Rendezvous event participant.

Expenditures by the NYC on the six combined Rendezvous events was $59,300. Very little if any of this amount was attributed to the NYC payroll.

5. SUMMARY AND CONCLUSIONS

A. Total Direct Expenditures

Total direct expenditures were calculated by summing the expenditures of each group of spenders, as shown in Table 13. The visiting public average expenditures per person per trip by day of the show were multiplied by the attendance on the same day. Per capita trade patron expenditures were estimated at 1.85 times the average visiting public expenditures, as described earlier. Exhibitor expenses were estimated from survey data described earlier.

A component of expenditures not recorded in either of the surveys was the money spent by staff and other persons associated with exhibitors (those receiving credentials) that was not reimbursed by the company. This amount was estimated as the average difference between per capita expenditures on staff and other persons paid by the company and the average expenditures made by the visiting public. This assumes that the participation of staff and other persons in each show involved at least as much expenditures as it did for the average visiting public. This extra expenditure was calculated for all persons with credentials associated with each exhibitor and averaged over all firms.

The mean of each category of expenditures for each show is given in Table 13, with a standard error indicating the precision of the estimate. As mentioned before, the true value will be within an interval of plus and minus two times the standard error 95% of the time. Therefore, the primary results of this study can be summarized by saying that with 95% confidence the direct expenditures by all spenders at these events in Newport in 1982 are between 2.5 and 3.1 million dollars, as itemized in Table 14.

B. Indirect and Induced Expenditures

The sum of the expenditures above is referred to as the direct impact of the NYC's three boat shows and six Rendezvous events. When Newport residents and business men and women who receive these direct expenditures respend them on other goods and services in Newport, there is a second impact on the town. The total impact of the direct expenditures after many rounds of respending is the sum of direct (computed above), indirect (respending by businesses), and induced (respending by residents) expenditures. A multiplier of 1.36 has been used to calculate the total impact on Newport. This estimate was used in previous studies of this type and implies that for every dollar of direct spending an additional 36¢ of indirect and induced spending is generated. The total impact of the Yachting Center's three boat shows and six Rendezvous events is consequently between $3.4 and $4.2 million dollars.

C. A Comparison of the 1973 and 1982 Newport International Sailboat Show

The study of the 1973 NISS (Della Bitta and Loudon) makes a comparison possible, as shown in Table 14. The methods used in that study were somewhat different than those used in the present study, and the original 1973 data was not available. Therefore, only selected comparisons could be made. Furthermore, in order to put the expenditure estimates on the same basis, the 1973 values were multiplied by the average adjustment factor of .9174, assuming that the 1973 trips to the boat show were caused by the same reasoning as the 1982 trips.

The average results shown in the table indicate slightly larger groups and longer stays at the 1973 NISS than at the 1982 NISS and, consequently, greater expenditures on lodging. All other categories of expenditure as well as total expenditures per person were greater in 1982, as indicated by the ratios of 1982 to 1973 expenditures greater than 1.0. The All-Item Consumer Price Index is shown for the same years to indicate the effect of price inflation. Relative to that increase of 120%, expenditures on meals, entertainment, and miscellaneous items were the only categories to show an increase in constant dollars. Overall the total impact of NISS increased 23% in constant dollars between 1973 and 1982.

Table 1. State of Residence of Boat Show Visitors

STATE	Wooden Boat Show FREQ	Wooden Boat Show %	Newport Inter. Sailboat Show FREQ	Newport Inter. Sailboat Show %	N.E. Power Boat Show FREQ	N.E. Power Boat Show %
CA	7	1.8	-	-	-	-
CT	54	13.7	98	19.9	5	17.9
DC	6	1.5	1	0.2	-	-
DE	3	0.8	-	-	-	-
FL	6	1.5	6	1.2	-	-
FOREIGN*	13	3.3	14	2.8	-	-
GA	1	0.3	2	0.4	-	-
IL	2	0.5	6	1.2	-	-
MA	106	26.9	159	32.3	6	21.4
MD	9	2.3	1	0.2	-	-
ME	11	2.8	20	4.1	1	3.6
MI	7	1.8	3	0.6	-	-
MO	3	0.8	-	-	-	-
NC	1	0.3	3	0.6	-	-
NH	11	2.8	30	6.1	-	-
NJ	19	4.8	15	3.0	1	3.6
NY	52	13.2	38	7.7	1	3.6
OH	5	1.3	1	0.2	-	-
OTHER**	2	0.5	3	0.6	-	-
PA	16	4.1	10	2.0	-	-
RI	37	9.4	71	14.4	14	50.0
SC	2	0.5	1	0.2	-	-
TX	3	0.8	2	0.4	-	-
VA	8	2.0	3	0.6	-	-
VT	5	1.3	5	1.0	-	-
WA	2	0.5	-	-	-	-
WI	3	0.8	-	-	-	-

* At the WBS - includes visitors from Australia, Canada, South Africa, England, and the Virgin Islands.
At the NISS - includes visitors from England, Switzerland, Canada, West Indies, Finland, and the Virgin Islands.

**At the WBS - includes one visitor each from Kentucky and Louisiana.
At the NISS - includes one visitor each from Colorado, Iowa, and Oklahoma.

Table 2. "Where Did You Hear About NISS?"

Information Source	Frequency	Percent
Came Before	188	38.52
Word of Mouth	105	21.52
Sail	58	11.89
Soundings	29	5.98
Newspaper	25	5.12
Yachting	15	3.07
Cruising World	15	3.07
Sailing	10	2.05
Radio	5	1.02
Yacht Racing and Cruising	2	0.41
Motor Boating and Sailing	2	0.41
Poster	1	0.20
Other	33	6.76
TOTAL	488	100.00

Table 3. Per Capita, Per Diem Expenditures by Boat Show Visitors

Expenditure Category	No. of Interviews	Mean	Standard Error
Wooden Boat Show			
TRANSPORTATION	393	3.65	0.39
PLANEOTHER	393	0.00	0.00
BOATFEES	394	0.21	0.07
BOATFUEL	393	0.67	0.33
BOATOTHER	394	0.05	0.03
GAS&OIL	394	2.23	0.15
PARKING	394	0.48	0.04
LODGING	394	9.29	1.27
MEALS	394	15.76	1.29
ENTERTAINMENT	394	3.14	0.40
MISCELLANEOUS	394	11.31	1.63
TOTALEXPENDITURES	393	43.20	3.64
Sailboat Show			
TRANSPORTATION	492	3.06	0.22
PLANEOTHER	492	0.01	0.01
BOATFEES	492	0.43	0.14
BOATFUEL	492	0.17	0.07
BOATOTHER	492	0.03	0.02
GAS&OIL	492	1.87	0.14
PARKING	492	0.56	0.04
LODGING	492	5.79	0.80
MEALS	492	16.69	0.87
ENTERTAINMENT	492	2.80	0.39
MISCELLANEOUS	492	7.33	0.74
TOTALEXPENDITURES	492	35.67	2.13
Power Boat Show			
TRANSPORTATION	28	1.00	0.28
LODGING	28	0.38	0.36
MEALS	28	8.52	1.70
ENTERTAINMENT	28	0.83	0.72
MISCELLANEOUS	28	4.84	1.73
TOTALEXPENDITURES	28	15.57	3.11

Table 4. Visitors' Expenditures by Day of Show for the WBS and NISS

	Wooden Boat Show			Sailboat Show		
	No. of Interviews	Mean	Std. Error	No. of Interviews	Mean	Std. Error
THURSDAY						
TRANSPORTATION	97	5.11	1.40	109	4.07	0.53
LODGING	97	11.59	3.34	109	7.44	1.65
MEALS	97	19.87	3.71	109	20.32	2.20
ENTERTAINMENT	97	3.17	0.99	109	3.17	0.89
MISCELLANEOUS	97	17.65	5.59	109	6.32	1.22
TOTALEXPENDITURES	97	57.38	11.03	109	41.32	4.54
FRIDAY						
TRANSPORTATION	127	3.41	0.42	123	3.89	0.53
LODGING	127	9.97	1.97	123	10.61	2.24
MEALS	127	15.77	2.01	123	21.01	1.93
ENTERTAINMENT	127	4.30	0.84	123	3.91	1.08
MISCELLANEOUS	127	11.94	2.09	123	9.82	1.82
TOTALEXPENDITURES	127	45.38	5.29	123	49.24	5.44
SATURDAY						
TRANSPORTATION	67	3.44	0.43	151	2.27	0.23
LODGING	68	11.39	3.46	151	2.53	0.85
MEALS	68	15.83	2.68	151	12.38	1.03
ENTERTAINMENT	68	3.37	0.80	151	1.94	0.43
MISCELLANEOUS	68	9.15	2.60	151	6.55	1.26
TOTALEXPENDITURES	67	43.44	8.39	151	25.67	2.47
SUNDAY						
TRANSPORTATION	102	2.68	0.37	109	2.21	0.50
LODGING	102	4.87	1.57	109	3.21	1.50
MEALS	102	11.80	1.68	109	14.16	1.81
ENTERTAINMENT	102	1.53	0.39	109	2.37	0.71
MISCELLANEOUS	102	5.96	1.07	109	6.62	1.52
TOTALEXPENDITURES	102	26.84	3.19	109	28.57	4.39

Table 5. Types of Exhibitors

Type	WBS Frequency	WBS Percent	NISS Frequency	NISS Percent
Sailboat Builder	7	16.3	23	25.6
General Marine Hardware	2	4.7	11	12.2
Sailboat Hardware	-	-	12	13.3
Sails, Canvas, Cordage, Rigging	3	7.0	8	8.9
Education & Publication	6	14.0	2	2.2
Navigation & Other Instrumentation	1	2.3	6	6.7
Other Boat Builder	5	11.6	-	
Construction & Repair Materials	4	9.3	1	1.1
Cleaners, Chemicals, Paints & Preservatives	3	7.0	2	2.2
Gift Shop Items	1	2.3	3	3.3
Motors & Engines	-	-	3	3.3
Other	11	25.6	19	21.1
	43	100.0	90	100.0

Table 6. Exhibitor Ratings of Boat Shows

Rating Index	Response	WBS Frequency	WBS Percent	NISS Frequency	NISS Percent
1	Better Than All the Others	16	44.4	28	32.6
2	Better Than the Average	13	36.1	43	50.0
3	About Average	5	13.9	12	14.0
4	Worse Than the Average	2	5.6	1	1.2
5	Worse Than All the Others	-	-	2	2.3
		36	100.0	86	100.0

Table 7. Average Sales, Results, Expenses and Boat Show Ratings by Type of Firm

Type of Firm	No. of Firms	Show Sales	Show Results	Newport Expenses	Total Expenses	Average Rating*	Sales + Results/ Total Expenses
Sailboat Builder	30	$55200	$125072	$1702	$2355	2.0	76.6
General Marine Hardware	13	2131	2500	814	973	1.8	4.8
Sailboat Hardware	12	167	318	1163	1420	1.7	0.3
Sails, Canvas, Cordage, Rigging	11	3236	3018	697	1010	2.3	6.2
Education & Publications	8	2420	1667	1156	2012	2.0	2.0
Navigation and Other Inst.	7	0	3571	1807	2015	1.8	1.8
Other Boat Builder	5	200	0	586	1212	1.6	0.2
Const. & Repair Materials	5	1820	7500	327	1765	1.3	5.3
Cleaners, Chemicals, Paints, & Preservatives	5	0	600	1837	2256	2.4	0.3
Gift Shop Items	4	2700	1100	525	1043	1.5	3.6
Motors & Engines	3	4233	6333	625	655	2.0	16.1
Other	30	3808	55121	1237	2717	1.8	21.7
All Firms Except Sailboat Builders	92	$ 829	$15589	$1040	$1779	1.8	9.2
All Firms	122	$14199	$42511	$1203	$1921	1.9	29.5

*See Rating Index codes in Table 6 for interpretation.

Table 8. Average Exhibitor Expenses in Newport by Category for the WBS and the NISS

	Wooden Boat Show		Sailboat Show	
	Mean	St. Error	Mean	St. Error
Staff Expenses	$518.53	$109.02	$716.53	$110.55
Exhibit Preparation and Operation	33.94	16.58	287.11	110.88
Transportation Costs	70.67	26.84	161.71	53.08
Other Persons Expenses	51.42	15.09	134.55	29.51
Miscellaneous Expenses	18.14	7.13	61.36	26.19
Rhode Island Labor	0.00	0.00	42.11	19.20
Advertising Expenses	3.14	2.21	42.05	31.71
Total Expenses	$695.83	$129.64	$1445.53	$253.89

Table 9. Expenditures in Newport by the NYC for Each Boat Show

	Wooden Boat Show	Sailboat Show	Power Boat Show
Payroll	$35,656	$ 60,392	$ 0
Operating Expenses	$26,998	$ 83,560	$3,700
Total	$62,654	$143,952	$3,700

Table 10. The Six Manufacturers' Rendezvous Events

Event	Date	Number of Participants
Motor Boating Sailing/ Trawler Yachts	June 24-27	71
Sabre Yachts	July 2-5	49
Pearson Yachts	July 9-11	68
Swan Yachts	July 28 - August 1	35
Viking Yachts	August 6 - 8	56
C & C Yachts	August 27-29	22

Table 11. Distribution of Rendezvous Participants by State of Residence

	Participants		Survey Respondents		Sample
	Number	Percent	Number	Percent	Weight
New York	82	23.4%	24	19.2%	1.219
Connecticut	62	17.7%	29	23.2%	0.763
Massachusetts	62	17.7%	22	17.6%	1.006
Rhode Island	50	14.3%	29	23.2%	0.616
New Jersey	39	11.1%	7	5.6%	1.982
Florida	13	3.7%	3	24.4%	1.540
Other	42	12.0%	12	8.8%	1.364
	350	100.0%	126	100.0%	

Table 12. Average Expenditures by Rendezvous Participants

Expenditure	Unweighted Mean	Unweighted Standard Error	Weighted Mean	Weighted Standard Error
Meals	$211.48	$23.54	$240.77	$26.84
Boat Fuel and Expenses	117.40	17.05	143.52	18.92
Dock fees	121.59	$11.12	130.95	12.00
Entertainment	42.95	7.38	49.92	8.15
Hotel	36.07	10.24	41.38	10.81
Land Transportation	10.49	4.50	13.70	5.21
Miscellaneous	90.33	18.56	98.32	17.61
Total	$630.30	$55.90	$718.57	$61.39

Table 13. Direct Expenditures by Participants in NYC Events

Event/Spending Group	Attendance	Mean Expenditures Per Att.	Mean Expenditures St. Error	Total Expenditures Total	Total Expenditures St. Error
Wooden Boat Show					
Public, Day 1	1534	$70.56	$12.42	$108,238	$19,048
Public, Day 2	2263	67.63	8.19	153,053	18,532
Public, Day 3	4296	61.84	11.31	265,656	48,601
Public, Day 4	3219	39.25	7.16	126,355	23,054
Trade Patrons	500	111.00	9.02	55,501	4,512
Exhibitors by Co.	70	695.83	129.64	48,708	9,075
Exhibitors, Other	70	175.28	49.06	12,270	3,434
NYC				62,654	0
Total WBS				$832,435	$60,945
Sailboat Show					
Public, Day 1	500	$ 51.74	$ 6.35	$ 25,870	$ 3,173
Public, Day 2	2825	65.19	7.62	184,153	21,521
Public, Day 3	6215	30.35	3.03	188,625	18,838
Public, Day 4	4895	46.37	12.44	226,991	60,899
Trade Patrons	2500	87.59	7.00	218,985	17,500
Exhibitor by Co.	330	1445.43	253.89	476,993	83,783
Exhibitor, Other	330	327.24	43.22	107,989	14,261
NYC				143,952	0
Total NISS				$1,573,558	$125,597

Table 13 (continued). Direct Expenditures by Participants in NYC Events

Event/Spending Group	Attendance	Average Expenditures Mean Exp.	Average Expenditures St. Error	Total Expenditures Total Exp.	Total Expenditures St. Error
Power Boat Show					
Public	2200	$16.20	$ 3.19	$ 35,629	$ 7,018
Trade Patrons	400	29.96	5.90	11,984	2,361
Exhibitors by Co.	40	347.92	64.82	13,917	2,593
Exhibitors, Other	40	87.64	24.53	3,506	981
NYC				3,700	0
Total PBS				$ 68,736	$ 7,906
Rendezvous Events					
Participants	350	$718.57	$61.39	$251,498	$ 21,485
NYC				59,300	0
Total Rendezvous				$310,798	$ 21,485
Total Direct Expenditures				$2,785,527	$141,467

Table 14. 95% Confidence Ranges of Total Economic Impact

Show	Direct Expenditures	Total Impact
Wooden Boat Show	$ 711,000 to $ 954,000	$ 967,000 to $1,297,000
NI Sailboat Show	$1,322,000 to $1,825,000	$1,798,000 to $2,482,000
Power Boat Show	$ 53,000 to $ 85,000	$ 72,000 to $ 116,000
Six Rendezvous Events	$ 268,000 to $ 354,000	$ 364,000 to $ 481,000
Total	$2,503,000 to $3,068,000	$3,404,000 to $4,173,000

Table 15. Selected Comparisons of the 1973 and 1982 NISS

Item	1973	1982	1982/1973 Ratio
Percent of Reason	91.74%[a]	91.74%	1.0
Average Length of Stay (days)	1.30	1.20	.92
Average Persons per Group	2.62	2.50	.95
Average Trip Expenses per Person	$29.96	$47.35	1.58
Travel (Non-Plane)	$ 2.40	$ 3.72	1.55
Lodging	$18.00	$ 9.48	.53
Meals	$ 6.03	$21.24	3.52
Entertainment	$ 1.64	$ 3.98	2.43
Miscellaneous	$ 1.89	$ 8.93	4.72
Total Show Impact	$790,075[b]	$2,140,039	2.71
U.S. All-Item Consumer Price Index (1973 = 100)	133	293	2.20

[a]Assumed to be the same as in 1982.

[b]Assumed to be 40% visiting public as in 1982.

APPENDIX. THE QUESTIONNAIRES

VISITOR SURVEY

Interview #: _____

Type of Group _____ *Young*
_____ *Old*
_____ *Family*
_____ *Mixed*

HELLO! *The University of Rhode Island is conducting a study of the boat show for the Yachting Center. I would like to ask you a few questions about your visit. I don't want your name and all responses will be treated as confidential. Also, the interview is completely voluntary.*

1. *Where do you live?* _____
   (State, Town)

2. *How many days will you attend the show?*_____

3. *Was the boat show your only reason for making this trip to Newport?* _____
   (Yes=100%). If not, approximately what % of your reason was it? _____

4. *How many persons in your party are you bearing the expense for?*_____

5. *How did you get to the boat show?* %Non/N

   a. *AIRPLANE*_____
      1. *What were airfares for your party?$*_____
      2. *What non-airfare transportation expenses will you incur in RI related to the boat show?$*_____

   b. *BOAT* _____
      1. *What will your marina and docking fees be while at the boat show?$*_____
      2. *How much do you expect to spend on fuel and any other boat related expenses in RI for the trip?$*_____
      3. *Will you incur any expenses for land transportation while here?*_____

   c. *CAR* _____
      1. *Can you estimate your round-trip mileage?*_____*miles*
      2. *How much do you expect to spend on gas and oil (in RI) for the trip?$*_____
      3. *How much will you spend for parking during the boat show?$*_____
      4. *How much will you spend on bridge tolls?$*_____

6. ***Now, I'm going to ask you a few questions about non-transportation expenses for this trip. Please answer on a total (not daily) basis for all the people in your party and all the days you will be here.***

   a. *Are you staying in a RI hotel or motel?*_____ *If YES, how much will you spend for lodging during your stay?$*_____

   b. *What do you estimate you will spend on meals for your party this trip?$*_____

   c. *How much do you expect to spend on entertainment - such as sightseeing, night clubs, etc. for your party?$*_____

   d. *Are there any other expenses you will have as a result of this trip - such as gifts, souvenirs, and other shopping (not admission costs)?$*_____

University of Rhode Island, Kingston, Rhode Island 02881
Department of Resource Economics (401) 792-2471

August 30, 1982

Dear Wooden Boat Show Exhibitor,

Now that this year's show is over we would like you to participate in a survey which will help us estimate the economic impact of the show on Newport and the state of Rhode Island. The ultimate purpose is to ensure that the promoters receive appropriate recognition for their contribution to the state and local economies.

The first part of the survey was conducted during the show when 450 visitors were interviewed about their expenditures at and because of the show. (You probably noticed our interviewers.) We would now like you to provide us with similar information about your expenses and receipts associated with the show. A questionnaire is enclosed.

We do not want your firm's name or any other form of identification. Be assured that all information will be treated as confidential and anonymously given.

Thank you for your cooperation in this important matter. Please return the completed questionnaire as soon as conveniently possible in the enclosed prepaid envelope.

Sincerely,

Timothy J. Tyrrell
Ph.D. Economist

TJT:kld

Enclosure

EXHIBITOR SURVEY

Instructions

1. Itemize in the spaces below, those expenses your firm incurred as a result of participating at the 1982 Wooden Boat Show. If your firm was reimbursed for an expense by another firm do not include total expense.

2. Include only those expense items that were paid to Rhode Island firms or individuals and please try to estimate the % of these expenses that were paid to Newport firms and residents.

3. Do not include any expense item paid to the promoters of the Wooden Boat Show - these monies are being measured elsewhere.

4. Please estimate as best you can, your receipts at the show as well as those which you expect to occur as a result of the show. Again, be assured all responses will be kept confidential and anonymous - our only interest is aggregate impacts.

5. Mail the completed questionnaire in the enclosed prepaid envelope as soon as conveniently possible.

Questionnaire

I.A TYPE OF FIRM (please check one):

___1. Sailboat builder
___2. Other boat builder
___3. Sailboat hardware
___4. General marine hardware
___5. Motors & Engines
___6. Construction & Repair materials
___7. Gift Shop items
___8. Education & Publication
___9. Cleaners, Chemicals, Paints & Preservatives
___10. Sails, Canvas, Cordage, Rigging
___11. Navigation & Other Instrumentation
___12. Other

B. Compared to other boat shows you have attended, how would you rate the 1982 Wood Boat Show?

___ Better than all the others
___ Better than the average
___ About average
___ Worse than the average
___ Worse than all the others

		Expenditures in Rhode Island	Percent in Newport
II.	TRANSPORTATION COSTS		
	A. For boat (if any)	$_____	____%
	B. For other exhibit material	_____	____
	C. Other (personnel, etc.)	_____	____
III.	ADVERTISING EXPENSES (if any) associated with participation in the Wooden Boat Show	$_____	____%
IV.	EXHIBIT PREPARATION AND OPERATION		
	A. Boat Launching & Commissioning	$_____	____%
	B. Marine Expenses incurred before show opened and after it closed	_____	____
	C. Booth Construction	_____	____
	D. Exhibit Furniture Rental	_____	____
	E. Additional Telephone and Electrical Service	_____	____
	F. Cost of Display Material (slides, brochures, etc)	_____	____
	G. Other Exhibit Expenses	_____	____
V.	RHODE ISLAND LABOR Hired to assist at show, not included above.	$_____	____%
VI.	STAFF AND OTHER PERSONS		
	A. Number of Staff Personnel	_____	
	Food, Lodging & Entertainment for Staff	$_____	____
	B. Number of other persons receiving credentials	____	
	Food, Lodging & Entertainment for Others	$_____	____%
VII.	OTHER EXPENSES NOT COUNTED ABOVE	$_____	____%
VIII.	SALES AT SHOW Total of all items	$_____	
XI.	SALES RESULTING FROM SHOW Excluding those counted in VIII.	$_____	

University of Rhode Island, Kingston, Rhode Island 02881
Sea Grant College Program
Tel: (401) 792-2553

November 18, 1982

Dear Boater:

The University of Rhode Island is conducting a study of Newport Harbor and the Newport Yachting Center's activities over the past year. There are two purposes of the study: 1) to provide bases for plans to improve the harbor generally, and 2) to ensure that the NYC receives appropriate recognition for helping the local economy.

The Yachting Center has endorsed our study and over the past few months we have surveyed visitors and exhibitors at each of its boat shows. They have given us your name as a participant in either the Pearson, Sabre, Motor Boating and Sailing/Trawler , Viking, C&C, or Swan event. To complete our study, we need your help in determining the economic impacts of the boating event you attended.

We would like you to fill out the enclosed questionnaire and return it to us in the prepaid envelope. We do not want your name or any form of identification, and be assured that your responses will be treated confidentially.

Thank you in advance for your help.

Sincerely yours,

Timothy J. Tyrrell
Ph.D. Economist
(for Dr. Niels Rorholm)

TJT:es
Enclosure

1. Where did your trip to the boating event originate from?
   In RI (town)_____Outside RI (town, state)_____

2. How did you get to the boating event?_____

3. About how much is your round trip mileage? _____

4. How many days did you attend the boating event? _____

5. How many persons were in your party? _____

6. What were your marina and docking fees while at the boating event? $_____

7. How much did you spend on fuel and any other boat related expenses (in Newport) for the trip? $_____

8. Did you incur any expenses for land transportation while here? $_____

9. Did you stay in a Newport hotel or motel?
   ____Yes-How much did you spend in Newport on lodging for your party? $_____

10. What did you spend in Newport for meals (groceries & restaurant) for your party? $_____

11. How much did you spend in Newport on entertainment--such as sightseeing, night clubs, etc. for your party? $_____

12. Are there any other expenses you had in Newport as a result of your visit to the boating event--such as cost of gifts, souveniers, other shopping, etc.? *not admission costs* $_____

13. The cost of dockage/moorage facilities in Newport Harbor is high relative to other harbors with similar facilities:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

14. There is a conflict between resident and transient boaters concerning priority over use of the harbor facilities:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

15. Compared to other harbors you have visited, how serious a problem do you think pollution is in Newport Harbor?
    ____Serious____Somewhat Serious____Not Serious____No Opinion

16. There is a boat traffic/congestion problem in Newport Harbor:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

17. Commercial fishing and recreational boating are compatible uses of the Newport Harbor waterfront:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

18. A more efficient information system for boaters needs to be developed within the Newport Harbor area:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

19. A traffic control scheme for boat traffic within the harbor (both commercial & recreational) needs to be developed:
    ____Agree____Moderately Agree____Moderately Disagree____Disagree____No Opinion

20. Open-ended question: Are there any improvements you could suggest concerning future development in Newport Harbor?_____
    _____
    _____

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