

SPORTING EVENTS AS TOURIST ATTRACTIONS IN LOUISIANA

**17th Annual Louisiana High School Power Lifting
Association State Championship
St. Amant, Louisiana**



**Biddy Girls Basketball Tournament
Westwego, Louisiana**



**2000 Buy.Com Golf Tournament
Lafayette, Louisiana**

May 2000

Sea Grant
LOUISIANA

Sporting Events as Tourist Attractions in Louisiana

Sporting events are often the purpose of incidental, family or weekend travel. They are much like cultural festivals and major fairs that often draw non-residents. Indeed, most of Louisiana's convention and visitor bureaus (CVBs) and several tourist commissions now recognize that such events add considerably to the attractions mix within their communities, and dedicate resources to recruiting them.

There is a solid basis for the recruiting efforts. According to a study conducted by the Travel Industry Association of America (TIA, 1998), since 1993, approximately 75 million American adults traveled over 50 miles to attend an organized sporting event. Baseball and softball lead the list of organized sports attended by event, with 17 percent of the 75 million adult travelers; football (15 percent), basketball (nine percent), auto/truck racing (eight percent) golf tournament (six percent), and soccer (five percent).

Sporting events can:

- generate economic activity for hotels, restaurants, attractions, retail and service businesses;
- maximize use of sports facilities, and indirectly help upgrade or establish new ones;
- call attention to a particular sport;
- provide local athletes with "home" advantage;
- improve media exposure and enhance the image of the community.

Estimates of the local economic effects of sports tourism activities have been in some demand over the past 20 years. The vast majority of the research has been on single case studies of so-called "mega-events", e.g. Super Bowl, Sugar Bowl, Summer or Winter Olympics, etc. Only a few have focused on regular events such as tournaments, races, and championships, and there has been a wide variation in projects and communities that have been studied, as well as considerable variation in the methods and quality of the studies.

The Louisiana studies described in this report focus on estimates of visitor spending at three distinct sporting events during selected weekends in March 2000—a state high school powerlifting championship in St. Amant/Gonzales, a youth basketball tournament in Westwego, and a professional golf tournament in Lafayette. The studies had as their main objective to demonstrate that many of the state's communities benefit from relatively small-scale athletic or other sporting competitions. Additional event-specific information is included in each report for the benefit of event sponsors and project cooperators.

Such events are usually staged at public venues such as school gymnasiums, soccer fields, swimming pools, golf courses, tracks, rodeo arenas, etc. One particular attractive aspect of these smaller events to the state's tourism sector is that they typically take place during the course of a weekend, when business travel demand for motel rooms and other accommodations is relatively low.

The studies were sponsored by the Louisiana Office of Tourism. Research into the economic benefits of the 17th annual Louisiana High School Power Lifting Association's (LHSPLA) state championship that took place at St. Amant High School, close to Gonzales in Ascension Parish, was conducted by the Louisiana Sea Grant College Program at LSU (Sea Grant). Professor Harsha Chacko with the University of New Orleans' School of Hotel, Restaurant and Tourism Management analyzed the economic benefits that resulted from a multi-state, girls' youth basketball tournament at the Alario Center in Westwego, while Professor Jerome Agrusa of the University of Louisiana at Lafayette investigated the tourism benefits of a second tier, professional golf tournament in Lafayette.

It is important that three key phrases and concepts associated with computing the effects of a sporting event point be clarified. They are "economic activity", "economic benefits", and "economic impact". **Economic activity** calculates all of the revenues and expenses generated by the event, without regard for the source. Local and visitor spending is included, as are all the beneficiaries of this spending. **Economic benefits** refer to all of the spending by visitors to an event, excluding those dollars that can be traced to local attendees. **Economic impact** is different from the notion of "economic benefits" in that the public and private costs of staging the event are also taken into account and subtracted from the benefits.

Note that the term "multiplier" was not used in association with any of these definitions, although it is accepted that direct visitor expenditures produce indirect benefits. The indirect benefits will in turn have a positive effect on the local economy by the turnover of these dollars as they recirculate and eventually depart. Regional input-output models for tourism-oriented economies are used for such calculations.(Doshi et al. 2000).

The need for information concerning the impact of special events such as the sporting ones that appear in this report has never been greater. Event management is a major issue, and tourism leaders are under some pressure to demonstrate the kind of economic significance that other vital industries regularly produce. The estimated visitor expenditures that appear in these reports are indicators of the direct economic benefits associated with each event. It is noteworthy that area hotels, restaurants, attractions, shops, and the events' venues were the biggest recipients of such spending.

Louisiana Sea Grant estimated that powerlifting visitors spent \$62,000 in Ascension Parish during the course of the weekend. Tourists attending the 2000 Buy.Com Louisiana Open Golf Tournament spent over \$43,000 for lodging at Lafayette-area hotels and over \$25,000 on food and beverages, according to Dr. Jerome Agrusa. Ticket and special-packages, concessions, and related expenditures by spectators exceeded \$150,000. Dr. Harsha Chacko estimated that direct visitor expenditures by those attending the week-long, youth basketball tournament in Westwego, approximated \$280,000.

Thus many small businesses have been the major beneficiaries. In addition, the host communities received increased tax revenues from the economic activity generated by the individual sporting events.

REFERENCES

Travel Industry Association of America, "Sporting Events are a Draw for Many Travelers", September 30, 1998.

Doshi, Kokila, Ky Snyder and Don Schumacher, "Economic Impact Study for the National Association of Sports Commissions" (draft report), April 7, 2000.

17th Annual Louisiana High School Power Lifting Association State Championship St. Amant, Louisiana

by Michael M. Liffmann and Ushma Tamboli



ACKNOWLEDGEMENTS

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Ascension Parish was very helpful in this undertaking. Mr. W.J. "Fritz" Englade, a school booster, encouraged us to conduct the study in St. Amant and helped open many doors. Coach John Talley and the athletic department at St. Amant High School provided us with a great deal of logistical support and information. Local businesses were very supportive and forthcoming with their observations. In particular, we would like to recognize The Cabin, Sno's Family Restaurant, Picadilly Cafeteria, McDonald's, Pit Stop Exxon and Deli, the Holiday Inn, Best Western, Budget Inn, Comfort Inn, and Quality Inn.

We also would like to thank Ms. Nicolle Couret and Ms. Karynne Abel, along with Ascension Parish Tourist Commission staff members Angela Falgoust and Nanette Daigle for their time and effort in collecting survey information at the event.

17th Annual Louisiana High School Power Lifting Association State Championship, St. Amant, Louisiana

EXECUTIVE SUMMARY

The primary purpose of this study was to determine the economic significance to the immediate community and surrounding area of the LHSPLA 2000 power lifting meet that was held March 3-4, 2000, at St. Amant High School in Ascension Parish. A total of 515 student athletes plus 130 coaches represented 65 teams from Louisiana schools. Two questionnaires were used to gather data. One was administered to spectators on site, one to coaches. Additional data was secured from several area eating, lodging, and retail establishments. Results show a positive economic impact for St. Amant and Ascension Parish from visitor spending on hotel rooms, admission tickets, concessions, meals, and shopping. Comments about the tournament's operation and suggestions for improving the tournament are also included in this report.

BACKGROUND and INTRODUCTION

This study of the economic benefits of the 17th annual Louisiana High School Power Lifting Association's (LHSPLA) state championship that took place on March 3-4, 2000 in St. Amant, was conducted by the Louisiana Sea Grant College Program at LSU (Sea Grant). It is one of three similar projects sponsored by the Louisiana Office of Tourism. Professor Harsha Chacko with the University of New Orleans' School of Hotel, Restaurant and Tourism Management analyzed the economic benefits that resulted from a multi-state, girls' youth basketball tournament at the Alario Center in Westwego, while Professor Jerome Agrusa of the University of Louisiana at Lafayette analyzed the benefits of a second tier, professional golf tournament in Lafayette. All three studies were conducted during selected weekends in March 2000.

The primary purpose of the projects is to demonstrate that many of the state's communities benefit from relatively small-scale athletic or other sporting competitions. Such events are usually staged at public venues such as school gymnasiums, soccer fields, swimming pools, golf courses, tracks, rodeo arenas, etc. One particularly attractive aspect of these smaller events to the tourism sector is that they typically take place during the course of a weekend, when business travel demand for motel rooms and other accommodations is relatively low.

The 2000 LHSPLA event attracted over 1200 student-athletes, coaches, and spectators from throughout the state to St. Amant, in the outskirts of Gonzales.

High school power lifting became a bonafide sport in the early 1980s stemming from the need for off-season strength training programs for football players. The first LHSPLA event was held in West Monroe in 1983. Today, the sport appeals to both genders, and participants compete from the sole perspective of strength training. The high school season begins in December and culminates with the State Meet in early March.

In order to qualify for the State Meet, lifters must first compete in four regional meets held in late January and early February. Lifters qualify by placing in the top three spots of their weight class or by placing among the next three best lifters in two divisions. (Official Program, 17th Annual LHSPLA Power Lifting State Championship, St. Amant, Louisiana).

Last year's meet took place in Alexandria, and the 2001 event is scheduled to return to St. Amant for the fourth time. Other high schools throughout the state host invitational power lifting meets and a statewide junior varsity event that provides younger lifters with a highly competitive environment also takes place in Louisiana annually.

STUDY OBJECTIVES

Sea Grant's study of the LHSPLA 2000 Power Lifting State Championship study had two primary objectives:

1. To identify the economic significance of the LHSPLA 2000 meet to St. Amant and Gonzales in Ascension Parish. Sea Grant accomplished this objective by identifying the direct expenditures associated with the event, and profiling the visitors to the community.
2. To identify opportunities for enhancing the event in coming years. This was achieved by asking spectators to rate various aspects of the 2000 event. The information is of interest to event organizers and school booster organizations, as well as the Ascension Parish Tourist Commission and the hospitality sector.

THE 2000 LHSPLA EVENT

A total of 515 student-athletes and an estimated 130 coaches representing sixty-five schools from throughout the state participated in the 17th annual LHSPLA State Championship in the Gold Dome at St. Amant High School. The average distance from the participating schools to St. Amant is 100 miles. Over 600 parents and friends accompanied the delegations, although some of the smaller schools (those with only one or two entries) were only represented by the student-athlete(s) and a coach. Over 300 girls and boys in Division I (2A and below) competed on Friday, while over 200 boys in Division II (3A, 4A, and 5A) lifted on Saturday.

METHODS

Sea Grant, in consultation with professors Chacko and Agrusa, the Office of Tourism, and event organizers at St. Amant High School designed two questionnaires. A two-page, spectators' questionnaire was administered on-site and at random to adult spectators at the event on March 3 and 4. Coaches were asked to complete a very brief, second instrument during a meeting on March 3rd. (Appendix 1).

Interviewers randomly intercepted adult spectators at the Gold Dome's concession stand area, and asked if "...they were from out-of-town," and if so, "...would they mind filling out a brief questionnaire that would help determine the impact of the event on the community." Interviewers had explicit instructions to enlist adults who appeared to be spectators, i.e. parents, family members, or friends of the participants. By and large, the spectators were accommodating and ultimately 101 usable questionnaires were completed. Sixty-one were obtained on the first day and 40 on the second. St. Amant Coach and the event's main organizer, John Talley, reported a total of 515 registered competitors with 310 (60.2 percent) on March 3 and the remaining 205 (39.8 percent) on March 4.

In addition, 32 of the 65 coaches responded to a coaches' questionnaire that was distributed during an organizational meeting called by Coach Talley on March 3. The information provided by the responding coaches served as the basis for the final estimates concerning the number of persons in each delegation, information on lodging in the area, and dollar estimates for travel expenses. Discussions on the underlying assumptions for these calculations appear in the analysis presented below. Excel 2000 spreadsheet software was used to compile and tabulate the data that appear in this report.

Several area eating and lodging establishments, as well as the Tanger Outlet Center were also very helpful in this project. Sea Grant had asked them in advance to monitor business activity during the event weekend, and to the extent possible, compare it to the previous weekend (February 25 and 26), as well as Mardi Gras weekend 1999 (February 12 and 13). The 2000 Power Lifting championship dates coincided with the Friday and Saturday that precede Mardi Gras. Some of their observations are included in the section entitled, "Local Businesses."

SUMMARY OF ECONOMIC SIGNIFICANCE TO ASCENSION PARISH

The following estimates were prepared of the direct expenditures made by student-athletes, coaches, and spectators at the 2000 event in the St. Amant and Gonzales area.

Sea Grant estimates that the two-day event generated over \$62,000 in direct visitor expenditures in the community.

- An estimated 635 persons paid admission fees totaling \$3,500 to the two-day event.
- The 65 participating schools paid entry fees totaling \$9,660.
- Nearly \$18,000 was spent for lodging during the weekend. Coaches and student-athletes spent approximately \$13,600 for 206 room-nights in the area, while spectators used an additional 65 room nights and spent over \$4,300.
- More than \$21,500 was spent on food in Ascension Parish. The participants and coaches spent an estimated \$10,100, and the spectators spent an additional \$11,400 for food items (concessions, area restaurants, groceries, beverages, etc.).
- Coaches spent over \$750 for fuel while in Ascension. Spectators purchased approximately \$1,200 in fuel.
- Student-athletes and spectators purchased commemorative T-shirts that resulted in net proceeds of \$790.
- Shopping expenditures at area stores and the Tanger Outlet Center were estimated to be \$6,300.
- Expenditures at other area attractions were approximately \$750.

Competitors and Coaches

The 65 participating schools paid entry fees totaling \$9,660. These fees, along with all other gross proceeds, were used to pay for tournament expenses. The net income was distributed on a 50/50 basis between the Power Lifting Club and the St. Amant High School Athletic Department.

Almost one-half of the coaches representing nearly half of the competitors responded to the Coaches Questionnaire. Thirty-two coaches stated that their delegations included a total of 64 coaches, and that they were responsible for 253 participants (8.4 participants per responding delegation). The responding coaches also estimated that over 300 parents/chaperones accompanied their groups.

Coaches and student-athletes paid an average of \$66 per room-night in the area. They used an estimated 206 room-nights, which generated \$13,596 in gross revenues to area motels during the course of the weekend. The figure is based on (1) information furnished by 23 coaches who spent at least one night and used a total of 86 room nights in the area, (2) information gathered by Sea Grant from area motels, and (3) the following assumptions concerning non-responding coaches.

Sea Grant assumed that the 33 non-responding coaches spent at least one night in the area, if: (1) they were from beyond 133 miles away—the average distance for coaches responding affirmatively to whether students and other coaches under their supervision had stayed at a hotel/motel—or, (2) the non-responding schools were from 67-133 miles away, and had student-athletes participating on both days (Table 1). The nine coaches that responded that they had not spent a night represented schools that, on average, were less than 67 miles away from St. Amant. Furthermore, total room-night calculations for non-respondents are based on several additional assumptions: (1) one room for every two coaches, (2) one room for every four student-athletes in the delegation, and (3) two-night stays for delegations having participants on Friday and Saturday.

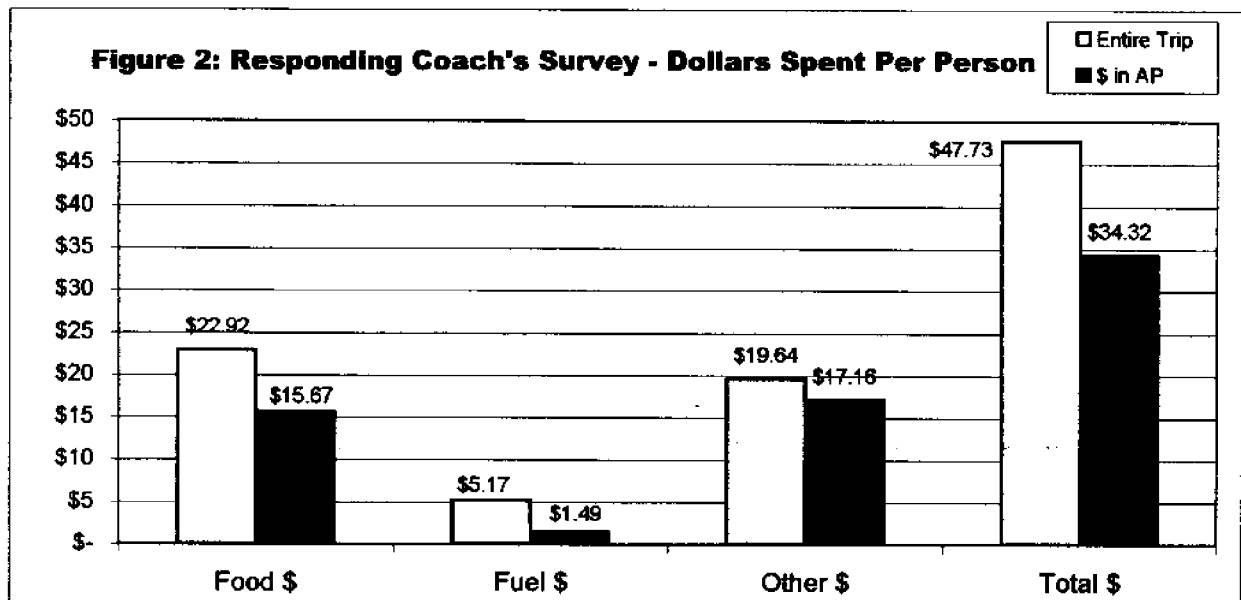
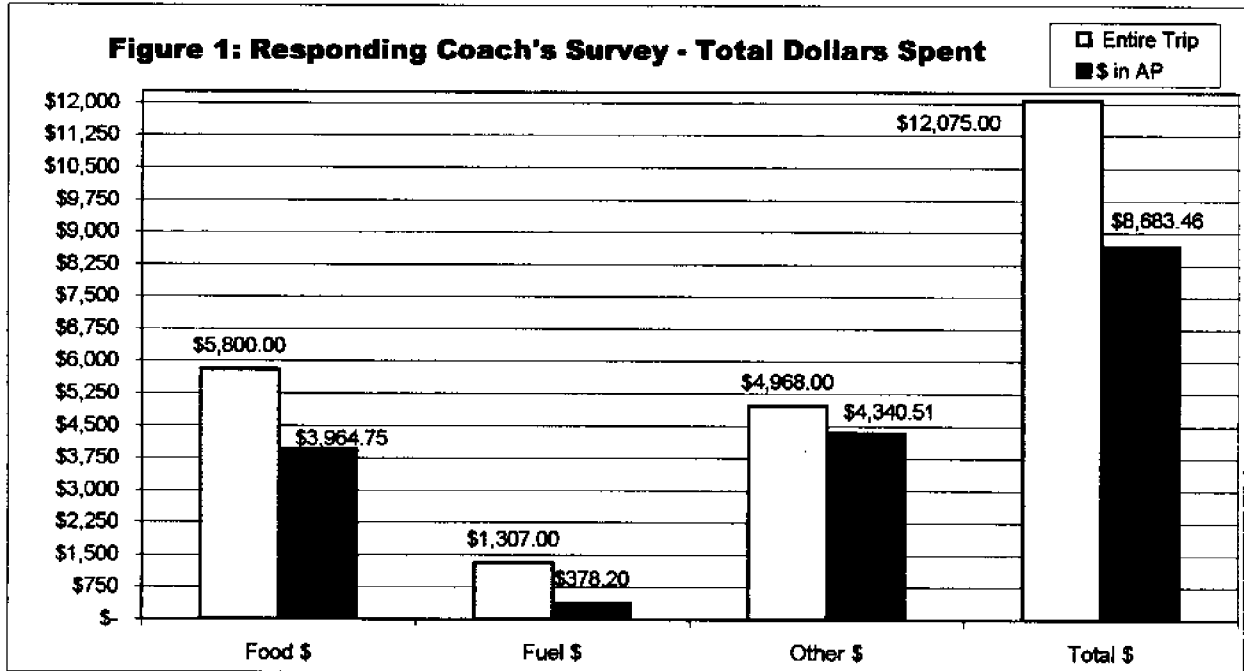
Table 1

Statistics on Distance for All Schools	
Average	100.5887692
Standard Deviation	58.16823608
Median	97.39
Maximum	206.21
Minimum	0
Skew	0.092413667
Count	65

Statistics From Survey Respondents & Assumed Data		
High School	Zip Code	Distance From St. Amant
BROADMOOR	70815	23.48
LUTHERAN	70002	40.56
RIDGEWOOD	70001	40.95
PEARL RIVER CENT.	70452	62.06
MANGHAM	71259	157.12
CEDAR CREEK	71270	151.46
WEST FELICIANA	70775	59.69
NORTHSHORE	70461	64.8
VERMILION CATH.	70510	86.87
COVINGTON	70433	43.97
WESTGATE	70560	66.56
ST. EDMUND	70535	97.39
LUTCHER	70071	11.93
MANDEVILLE	70471	47.87
SOUTH LAFOURCHE	70354	61.92
ACHS	70346	14.88
ST. PAUL	70434	60.7
OPELOUSAS	70571	79.69
BEAU CHENE	70512	69.34
ST. THOMAS AQUIN.	70401	30.43
PORT ALLEN	70767	36.55
CHSPC	70760	52.09
SALMEN	70458	60.53
EPISCOPAL	70816	20.34
LSD	70820	24.28
BRUSLY	70719	31.27
ZACHARY	70791	39.12
FALSE RIVER ACAD.	70760	52.09
ST. AMANT	70774	0
BISHOP SULLIVAN	70879	27.1
FOUNTAINBLEU	70471	47.87

BLOCK HIGH	71343	111.09
WASHINGTON	70615	141.2
WINNSBORO	71295	144.33
ARCADIA	71001	206.21
MAMOU	70554	105.16
DERRIDDER	70634	151.12
NEVILLE	71201	168.82
DELTA	71261	185.51
EAST BEAUREGARD	70634	151.12
ST. MARY'S	71457	176.93
LAKEVIEW	71411	178.14
BOLTON	71301	123.42
MCCALL SR. HIGH	71282	151.46
BASTROP	71220	195.78
PINEVILLE	71360	122.07
WEST OUACHITA	71292	173.06
NORTHLAKE CHRIST.	70433	43.97
MENARD	71303	128.23
LEESVILLE	71446	155.08
CALDWELL	71418	158.66
RAYNE HIGH	70578	94.73
BUCKEYE	71328	115.94
LASALLE	71465	143.84
ROSEPINE	70659	156.28
ST. THOMAS MOORE	70508	73.59
FARMERVILLE	71241	194.55
PICKERING	71446	155.08
TIOGA	71477	126.49
NATCHITOCHE	71457	176.93
OUACHITA	71203	180.35
LAKE ARTHUR HS	70549	115.56
SLIDELL HIGH	70458	60.53
ASH	71303	128.23
WEST MONROE	71291	181.9

Estimates were also prepared of the amount of money spent on food by competitors and coaches in Ascension Parish. The responding coaches estimated that \$15.67 was spent per capita at food establishments (fast food, restaurants, snacks & groceries) while in the Parish. Thus, the 515 participants and 130 coaches spent an estimated \$10,107 on food in Ascension. Figures 1 and 2.



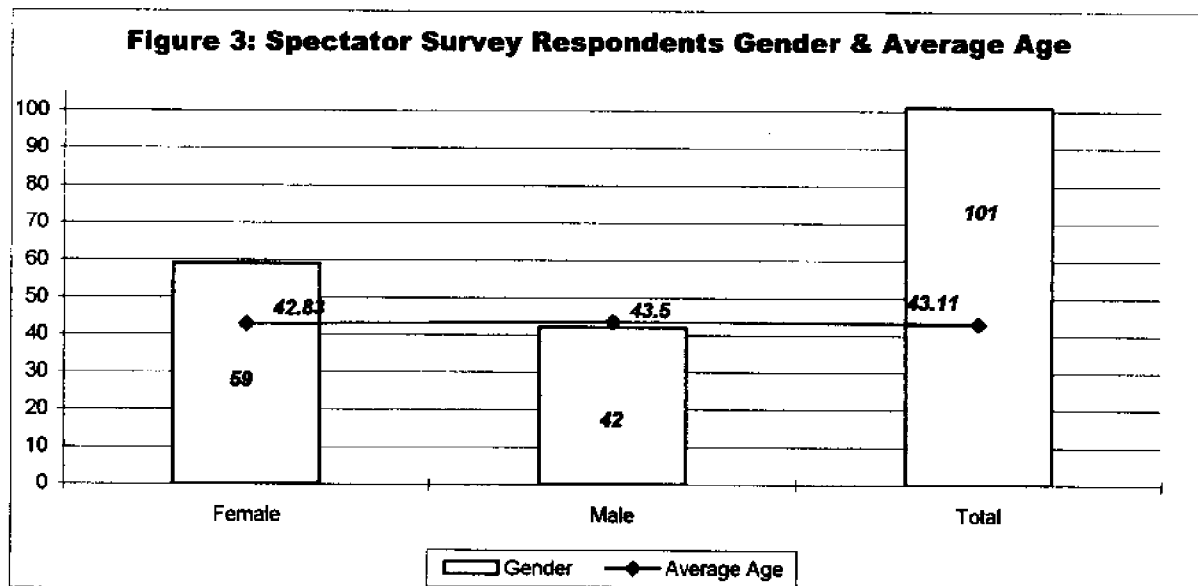
The 32 coaches also reported spending \$378 in fuel while in Ascension Parish. This figure was doubled (\$756) for estimating the amount spent in the Parish by the 65 coaches for fuel purposes.

Student-athletes also purchased commemorative T-shirts, and Coach Talley reported net proceeds of \$787.41

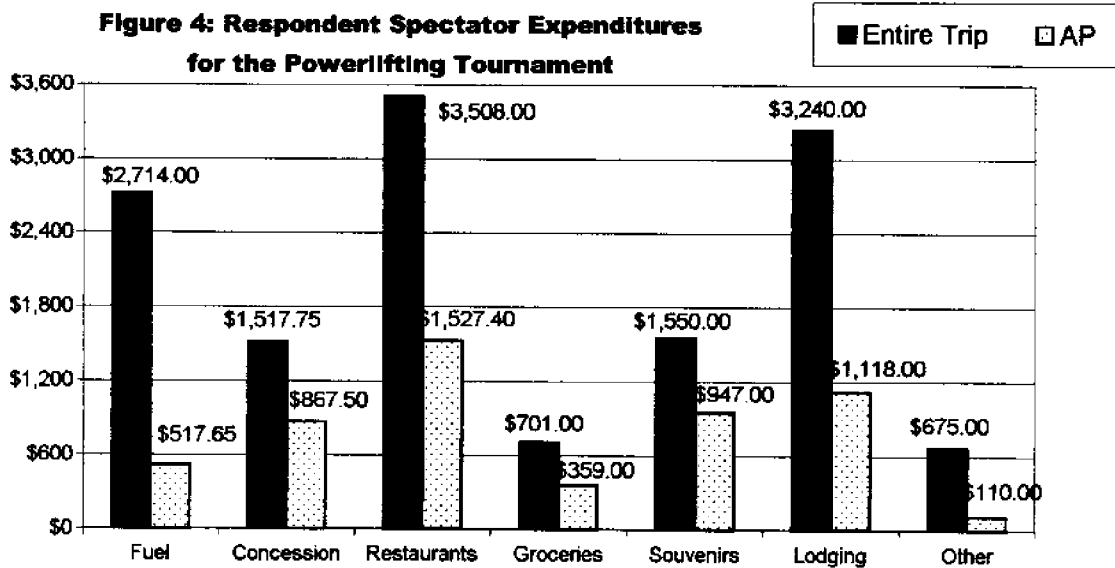
Spectators

Approximately 635 persons paid admission fees totaling \$3,500 to the two-day event. Coach Talley indicated that admission receipts totaled \$3,535 and Sea Grant estimated that 75 percent of the attendees (475 persons) purchased day-passes (\$5.00), and the remaining 25 percent (160 spectators) paid for two-day admission at \$7.00 each.

The 101 individuals that responded to the spectators' survey noted that there were a total of 367 persons, including themselves, in their party. Fifty-eight (58 percent) of the respondents were female and 42 percent were male. The average age of spectators was early 40s.

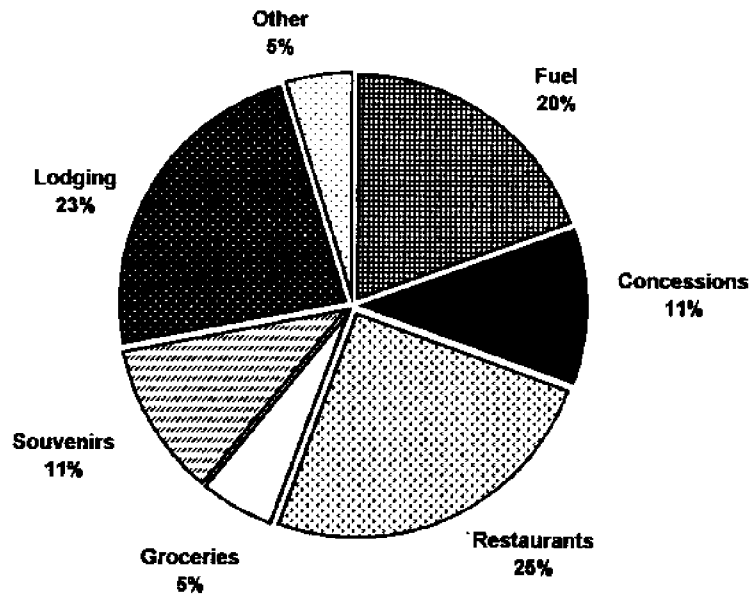


According to Coach Talley, expenditures by spectators and others resulted in a net income of \$3,029.75 from concessions. Eighty-nine respondents estimated that those in their parties spent \$1,518 in concessions, \$3,508 in local restaurants and \$701 for groceries, beverages, etc. Figure 4. By extrapolation, and based on a per capita amount for food of \$17.89 per spectator (\$4.74 per spectator for concessions; \$10.96 for restaurant meals; and, \$2.19 for groceries, etc.), Sea Grant estimates that the 635 paid spectators spent \$11,360 on food items in the Parish.



A distribution of all expenditures, by category, appears in Figure 5.

Figure 5: Allocation of Expenditures by Responding Spectators for Entire Trip



Most respondents did not report having spent a night in area motels. Those that did overnight, however, reported staying a total of 46 room nights in area motels, and spending an average of \$67 per night for lodging. Sea Grant thus estimates that all spectators will have used **65 room nights and spent a total of \$4,355 on lodging.**

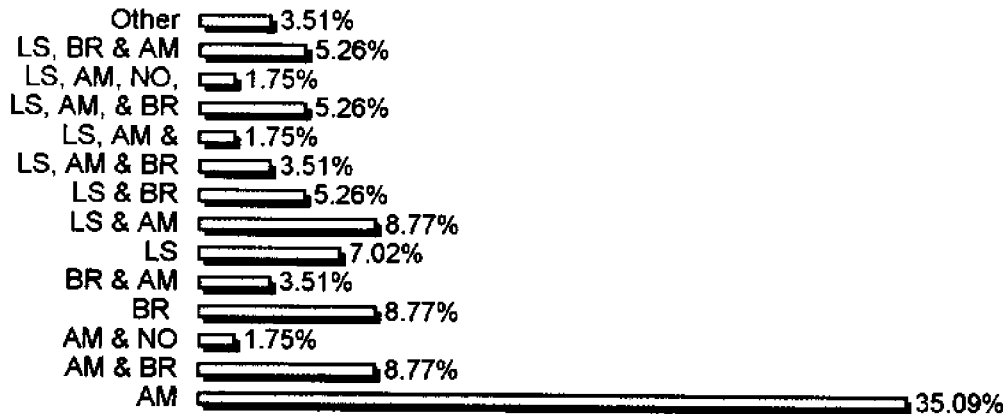
The respondents spent approximately \$2,714 for total gasoline during their journey to and from St. Amant. It is thus estimated, though extrapolation, that all spectators spent over \$3,400 on fuel, with about 35 percent purchased in Ascension Parish (\$1,190).

Fifty-seven spectator survey respondents, representing approximately 200 persons, noted that they planned on shopping while in the area. Approximately 35 percent stated they specifically planned on shopping at the Tanger Outlet Center, while another 40 percent noted that they had planned on including the Center along with other shopping locations. Other area stores figured in the plans for over 30 percent of the visitors. Figure 6.

The Tanger Outlet Center estimates that, on average, weekend shoppers conservatively spend approximately \$50 per person. **We estimate shopping expenditures at local stores and the area Center to have been \$6,300.**

Fifteen respondents, representing 60 persons, noted that they were going to visit area attractions. We thus calculated that 75 persons went to area attractions. Expenditures at area attractions were calculated at \$10.00 per capita for a **total of \$750.**

Figure 6: Shopping Plans



AM = Area Mall (Tanger Outlet Center), BR = Baton Rouge, LS = Local Shops, and NO = New Orleans.

LOCAL BUSINESSES

Several area eating establishments agreed to monitor business activity during the LHSPLA weekend and, to the extent possible, compared volume and revenues to the previous weekend and the 1999 Mardi Gras weekend.

Sno's Family Restaurant reported that on Friday (March 3) night, the restaurant hosted 55 more persons than an average Friday night. On Saturday, there were 30 more customers than an average Saturday. This despite the fact that Mardi Gras weekends "are not traditionally good weekends".

The Cabin reported that Friday and Saturday business--lunch and supper--was up 62 percent and 48 percent respectively from March 5 and 6 in 1999. In addition, Friday business was up 60 percent when compared to the previous Friday, but Saturday was down six percent from the previous Saturday. The staff observed that they were not able to differentiate between power lifting families and other tourists visiting local attractions or Mardi Gras visitors.

Picadilly Cafeteria reported declines in the total number of customers for the applicable weekends in 1999 and 2000. Thursday, March 2, figures are also included since persons wearing tournament shirts were seen that evening.

	<u>1999</u>	<u>2000</u>	<u>2000 avg. meal</u>
Thursday	963	808	\$6.32
Friday	1125	915	6.57
Saturday	1001	770	6.68

McDonald's provided comparisons, in the form of percent change, for the three area stores (Gonzales, Highway 30, and Sorrento) for March 3 through 5, the same days of the previous week, as well as Mardi Gras weekend 1999.

Store	Breakfast		Lunch		Dinner		All	
	1999	Feb. 25-26	1999	Feb. 25-27	1999	Feb. 25-28	1999	Feb. 25-29
<u>Gonzales</u>								
3-Mar	+ 6	+ 9.3	+ 11.8	+ 13.0	+ .09	- 10.4	+ 5.3	+ 5.3
4-Mar	+ 8.1	+ 5.5	- 7.0	+ 10.6	- 5.9	+ 0.9	- 1.9	+ 4.1
5-Mar	- 14.0	+ 3.9	- 17.9	- 1.3	- 4.9	- 5.2	- 11.9	- 1.1
<u>HWY 30</u>								
3-Mar	+ 4.2	+ 5.0	+ 31.2	+ 7.8	+ 7.3	+ 17.9	+ 20.5	+ 16.4
4-Mar	- 4.6	+ 28.4	+ 4.5	+ 7.4	+ 27.8	+ 41.8	NC	+ 22.6
5-Mar	+ 7.3	+ 39.8	+ 12.0	+ 38.6	+ 10.2	+ 3.9	+ 4.3	+ 31.2
<u>Sorrento</u>								
3-Mar	- 4.5	+ 8.8	- 2.8	- 14.6	+ 36.7	+ 35.6	+ 14.3	+ 12.1
4-Mar	+ 3.2	+ 25.	+ 11.8	+ 5.3	- 29.9	- 39.9	- 12.0	+ 2.7
5-Mar	+ 15.3	+ 87.2	+ 18.2	+ 29.5	+ 6.1	+ 68.7	+ 12.0	+ 54.0

Pit Stop Exxon and Deli compared to March 3 and 4 with February 25 and 26, 2000 and Mardi Gras weekend of 1999. Since, gasoline prices had climbed from 99 cents per gallon to \$1.50 in one year, the data was reported as total gallons sales:

Date	12-Feb-99	13-Feb-99	25-Feb-00	26-Feb-00	3-Mar-00	4-Mar-00
Gallons of Gasoline Sold	2840 gallons	2479 gallons	2668 gallons	2408 gallons	2486 gallons	2437 gallons

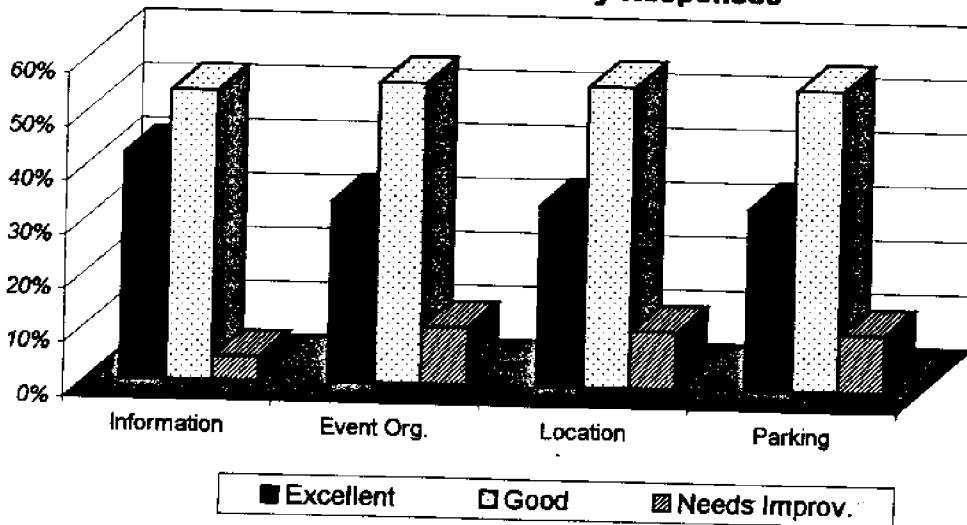
Sales receipts in the store increased, although much is attributed to that week's large (\$160 million) Powerball jackpot.

OPPORTUNITIES FOR ENHANCING THE 2001 EVENT

Event organizers should be pleased with the overall comments made regarding four major categories: Information, Event Organization, Location, and Parking. Respondents were asked to rate these aspects of the event as either "excellent, good, or needing improvement." Over 90 percent of the total respondents gave their opinions.

Over 50 percent answered "Good" for all categories. Forty-two percent responded "excellent" to information about the event, while over a third gave a similar rating to the other three categories. There were very few areas of concern. Four of the 93 people answered that the information could be improved. Nine out of the 91 respondents answered that event organization needs improvement. Ten out of 95 responded that the location could be improved. The only area of some concern was parking where 23 out of the 96 answered that it needs improvement. This can be attributed to a shortage of general parking on Friday, a school day.

Figure 7: Spectator Survey Responses



Forty spectators provided open-ended comments at the end of the questionnaire. The comments were categorized as follows: facility, score display, information, positive remarks, future, concessions, and shirts. They have been separated into the following categories.

- Facility. Comments related to uncomfortable seating, lack of bathrooms, a need for better concessions, a larger venue, and free admission.
- Score Display. Comments ranged from the music being too loud, and the scores not being easily readable, as well as a lack of scoreboards covering the different stations. There was also a request for closed captioning on the video.
- Information. Focused on poor signs on the roads and highways to guide spectators and students to the event.
- Positive Remarks. Four commented that the event was good and well organized.
- Future. There were two responses relating to Zachary High School's desire to host the event, and wanting to see an increase in the number of participants.
- Concessions. There was one request for "Smoothie King" products to be sold at the event.
- Shirts. One response requested that more t-shirts be made available.

Table 2

Category	Comments
Facility	Bathrooms; want to write scores on programs
Facility	Better seating arrangements for parents
Facility	Better seating arrangements; clearer table/result signs
Facility	Better seating for spectators who have driven hours to watch and are overrun by local HS students who go to the event sponsored school
Facility	Bigger gym & better concessions
Facility	Chairs
Facility	Concessions & Bathrooms need improvements
Facility	Free Entrance
Facility	Larger area & help on lifts
Facility	Larger area, more workers to move it quickly, no handicap access
Facility	Larger place for event
Facility	Larger, cleaner facility
Facility	More A/C
Facility	More restrooms
Facility	PA upstairs
Facility	People need to be nice

Facility	Sit closer to lifters
Facility	Women's bathroom facility needs improvement. Concessions were great
Score Display	Can't read names or weights; put sheets where we can see and read. Call names out.
Score Display	Closed captioning on videos
Score Display	Difficult to track multiple stations
Score Display	Lower the music
Score Display	More announcements - the individual names more legible
Score Display	Music too loud on video, couldn't understand the words
Score Display	Not so strict on weight, allow a couple of pounds either way
Information	Better map
Information	Better signs
Information	Dinner for lifters & family only. So they can visit other lifters, exchange info. & thoughts
Information	Hwy sign indicating the event
Information	No signs to HS
Positive Remark	Everything good
Positive Remark	Everything seemed fine & well organized
Positive Remark	Everything was ok
Positive Remark	Very good
Future	More students participating in power lifting
Future	Would like to see Zachary HS host an event
Concessions	Smoothie King should be here
No Category	Only second event attended. Not enough data to answer effectively
Parking	Better identified parking
Shirts	More shirts available

QUESTIONNAIRES



Congratulations on Coaching Your Student-Athletes to the Finals

So that St. Amant High School, LHSPLA, and the Ascension Parish Tourist Commission may better serve you next year, please take a few minutes to fill out this questionnaire.
Your time is greatly appreciated.



- Which school do you represent? _____
- How many people in your group?
 _____ Coaches (including yourself)
 _____ Student-athletes
 _____ Estimate number of accompanying parents and chaperones
- Are any coaches and students under your supervision staying in a hotel/motel?
 Yes _____ No _____
 If Yes,
 How many nights did you stay/plan on staying? _____
 How many rooms did/will you occupy? _____

4. How much do you plan or did you spend on the following items for your group?

	\$ Spent on Trip	% Spent in Ascension Parish
Food	\$ _____	% _____
Fuel	\$ _____	% _____
Other _____	\$ _____	% _____

Please make any comments on the back of this card. Thank you and good luck!



**Welcome to the Louisiana High School
Power Lifting Association Meet 2000
and to Ascension Parish**



Thank you for joining us in Ascension Parish this year. So that we may better serve you next year, please fill out the following questionnaire. Your time is greatly appreciated.

1. What is your home ZIP code? _____
2. If your residence is NOT in Ascension Parish, are you paying for lodging during the event?
 _____ Yes _____ No
3. If yes, how many nights? _____; estimated cost per night \$ _____
4. How did you find out about the hotel/motel lodging that you stayed at?
 _____ Event organizers _____ Tourism Commission
 _____ Stayed there before _____ Other (billboard, welcome center, etc.)
5. How many days are you planning on staying?
 _____ 0.5 days _____ 1 day _____ 1.5 days _____ 2 days
6. How many people, including you, are in your party? _____
7. For each of the following expenses, please estimate the total amount of money spent for the ENTIRE trip to and from the event and the percent spent in Ascension Parish.

Expenses	\$ for Entire Trip	% Spent in Ascension Parish
Fuel for vehicles		
Food	/ / / / / / / / / /	/ / / / / / / / / /
Concessions		
Restaurant Meals		
Groceries, drink, etc.		
Lodging		
Souvenirs		
Other _____		

SEE BACK

8. Please rate the following aspects of the event:

	Excellent	Good	Needs Improvement
Information			
Event Organization			
Location			
Parking			
Other _____			

9. The following questions will help us know more about the persons attending the event. The information you provide is strictly confidential and you will not be identified by your answers.

Gender: Male ___ Female ___

Age: _____

What is your highest level of education completed?

- Grade School Vocational School
 Some High School Some College
 Graduated High School Graduated College
 Graduated with a Professional Degree

In which annual (before taxes) income category for your entire household do you fit?

- <\$10,000 \$76K-100K
 \$10K-30K \$101K-125K
 \$31K-50K \$126K-150K
 \$51K-75K >\$150K

10. What would you like to see or do that would make the event more enjoyable?

Comments:

11. Are you planning on visiting any of the area's attractions (plantations, swamp tour, etc.) during this trip?

Yes ___ No ___

12. Do you plan on doing any shopping while on your trip?

- Local shops Baton Rouge Other
 Area mall New Orleans

Biddy Girls Basketball Tournament **The Alario Center, Westwego, Louisiana**

by Harsha E. Chacko



Biddy Girls Basketball Tournament

Westwego, Louisiana

EXECUTIVE SUMMARY

The primary purpose of the study was to determine the economic significance of the Biddy Girls Basketball Tournament that was held on March 30-April 5, 2000 at The Alario Center in Westwego. The Year 2000 Biddy Basketball Tournament was comprised of 38 basketball teams, consisting of approximately 12 girls on each team. Approximately 17 teams were local; others were from Kansas, Dallas, Houston, or some as far as Puerto Rico and Finland. Surveys were conducted at The Alario Center to identify non-local visitors who were then asked to enumerate their expenditures during this event. In addition, coaches were also surveyed regarding team expenses. Hotels in the area provided information on the hotel room nights generated by the tournament. Results show a positive economic impact for Westwego and the surrounding communities generated by visitor spending on hotel rooms, admission tickets, concessions, meals, laundry, shopping, and entertainment.

RESULTS

Economic Significance

- **Total direct visitor expenditures was \$279,920.**
- The average hotel room rate was \$67.40.
- The average amount paid per day for admission tickets was \$15.00.
- The average amount paid per day for concessions was \$15.10.
- The average amount paid for meals per day (outside of The Alario Center) was \$39.94.
- The average amount paid for local transportation was \$14.10 per day.
- The average amount paid for laundry each day was \$.92.
- The average per day spent on entertainment/recreation was \$10.72.
- The average per day spent on shopping was \$41.08.

Visitor and Trip Characteristics

- The majority (61.4%) of the visitors' travel party size ranged from 2-5 people.
- The average party size was 3.8 people.
- More than three quarters of the visitors stayed overnight in the city.
- The average number of nights spent in the city was 3.3.
- The majority of visitors stayed in hotels
- Most attendees used only one hotel room per travel party.
- Over 33% of the respondents were professionals, 20% were homemakers, the remaining occupations were spread throughout the additional occupations (see Results section).
- Almost 64% of the respondents' annual household income was \$50,000 or above.

Satisfaction

- Results show that respondents (89.7%) were extremely satisfied with the facilities of The Alario Center.
- A large majority of the respondents (85.9%) said that if they had the opportunity, they were very likely to return to The Alario Center for another event.
- 99.5% of the respondents indicated that they would recommend Louisiana as a host for similar events.

INTRODUCTION

The state of Louisiana, specifically the city of New Orleans and the surrounding areas, is famous for major events such as Mardi Gras, Jazz and Heritage Festival, French Quarter Festival, Sugarbowl, Essence Festival, and many other events. These major events bring millions of tourists from around the world each year to New Orleans. Great emphasis has been placed on these major events and how much revenue is generated from them. All too often, the small events in the city are overlooked and their economic impact on the state is not emphasized. For example, small events at local civic centers, such as The Pontchartrain Center in Kenner, and The Alario Center in Westwego have had major impacts on their respective communities. The Pontchartrain Center has greatly impacted the city of Kenner. The Alario Center, which opened in March 1999, is beginning to have an economic impact on the city of Westwego and surrounding communities.

Purpose of Study

The primary purpose of the study was to determine the economic significance of The Bidy Basketball Tournament that was held on March 30-April 5, 2000 at The Alario Center in Westwego. The Year 2000 Bidy Basketball Tournament was comprised of 38 basketball teams, consisting of approximately 12 girls on each team. Approximately 17 teams were local; others were from Kansas, Dallas, Houston, or some as far as Puerto Rico and Finland. The tournament brought many children along with their parents and other relatives to the city. The study determined the economic impact on the host community and identified other economic impacts in surrounding areas. A secondary purpose of the research is to determine the level of satisfaction with The Alario Center.

The results of the survey identified the approximate expenses incurred by these visitors, the income generated by The Alario Center, and the impact on local restaurants, hotels and entertainment facilities. This information will be helpful to The Alario Center as well as the state of Louisiana, in recognizing the effect this tournament had on the surrounding areas. The following section shows the economic significance of the 2000 Bidy Girls Basketball Tournament on Westwego and the surrounding area. This was based on the total direct spending by visitors to the event. The staff of The Alario Center estimated the total attendance at the tournament to be 4,500 persons. Using this information along with that of party size and average number of nights spent, the number of visitor-party days was calculated. Table 1 shows the

average daily expenditures and the total expenditures by visitors for the various categories of expenses.

The total direct economic impact of the spending by visitors for this event is estimated to be \$279,920. Hotel room revenues are based on income reported by hotels in the area (see Exhibit 1) rather than from room rates and nights spent indicated by visitors. This is a conservative estimate and is consistent with the method used in the study where expenditures by visitors would be corroborated by income/revenue reported by the recipients such as hotels. Ticket sales and sales from concessions are based on two days of attendance at The Alario Center since nearly all teams took part on Saturday and Sunday. The remaining expenses for meals, transportation, laundry, entertainment, and shopping are based on the visitors' survey.

Direct economic impact of visitor spending.

Category of expense	Daily average	Total for event
Accommodations	\$67.40	\$32,221
Tickets	\$15.00	\$19,539
Concessions	\$15.10	\$19,660
Meals	\$39.94	\$78,002
Transportation	\$14.10	\$27,537
Laundry	\$0.92	\$1,796
Entertainment/ Recreation	\$10.72	\$20,936
Shopping	\$41.08	\$80,229
	Total	\$279,920.00

Income Conclusions

In addition to surveying the visitors attending The Bidy Basketball Tournament, the research team obtained additional economic information from various sources. The Alario Center blocked sleeping rooms at various hotels in the area. Each hotel was contacted to determine how many rooms were blocked, how many rooms were picked up and the room rate. The results of the telephone interviews with the hotels are attached in Exhibit 1. The total hotel revenue is *estimated*.

Estimates of revenues were also received from The Alario Center. The Alario Center sold approximately 5,000 admission tickets throughout this tournament. The estimated revenue from concessions during the tournament is \$17,000, estimated merchandise \$8,400, estimated admissions \$18,000. There was also revenue from another tournament vendor, which was estimated at \$12,000. The Alario Center will also receive revenues from the co-hosts of the tournament, which was estimated to be \$2,400. Also, they will receive rebates from the hotels

that received revenue in connection with the tournament. Prior to the tournament, the room rebates were estimated to be \$2,400.

The overall economic impact is usually greater than just the direct spending by visitors. Sales taxes and other indirect spending must be also factored in. For example, it was reported that the sales tax collections for the city of Westwego increased by 13% since The Alario Center was opened (Times Picayune, April 6, 2000).

Results - Attendees

*Please tell me if you live in the New Orleans Metro area or not.
(asked of all respondents)*

Table 1.

Response	Frequency	Percentage
Local	75	28.1
Visitor	192	71.9
Total	267	100.0

- Majority of the respondents were visitors (71.9%).

*How satisfied are you with the overall facilities of The Alario Center?
(asked of all respondents)*

Table 2.

Response	Frequency	Percentage
Very satisfied	236	89.7
Somewhat satisfied	24	9.2
Somewhat dissatisfied	3	1.1
Total	263	100.0

- Results show that respondents were extremely satisfied with The Alario Center.

If you had the opportunity, how likely are you to return to The Alario Center for another event? (asked of all respondents)

Table 3.

Response	Frequency	Percentage
Very likely	225	85.9
Likely	31	11.9
Unlikely	3	1.1
Very unlikely	3	1.1
Total	262	

- A large majority of the respondents were very likely to return to The Alario Center for another event.

(ALL FOLLOWING QUESTIONS WERE ASKED OF VISITORS ONLY)

Including yourself, how many people are in your immediate travel party?

Table 4.

Response	Frequency	Percentage
1 person	4	2.1
2 persons	35	18.3
3 persons	55	28.8
4 persons	46	24.1
5 persons	28	14.7
6 persons	12	6.3
7+ persons	11	5.7
Total	191	100.0

- The majority (61.4%) of the visitors' travel party size ranged from 2-5 people.
- The average party size was 3.8 people.

Are you in the New Orleans area just for the day or are you staying overnight?

Table 5.

Response	Frequency	Percentage
Overnight	150	78.7
Daytrip	40	21.3
Total	190	100.0

- More than three quarters of the visitors stayed overnight in the city.

How many nights are you staying?

Table 6.

Response	Frequency	Percentage
1 night	12	8.2
2 nights	50	33.5
3 nights	25	16.7
4 nights	14	9.4
5 nights	11	7.4
6 nights	14	9.4
7+ nights	23	15.4
Total	149	100.0

- The average number of nights spent in the city was 3.34.

In what type of accommodations are you staying?

Table 7.

Response	Frequency	Percentage
Hotel	138	92.0
Campground/Cabin	9	6.0
Friends/Relatives	2	1.3
Other	1	0.7
Total	150	100.0

- Majority of visitors stayed in hotels

How many rooms do you have?

Table 8.

Response	Frequency	Percentage
1 room	114	80.3
2 rooms	22	15.5
3 rooms	2	1.4
4+rooms	4	2.8
Total	142	100.0

- Most attendees used only one hotel room per travel party.

What is your daily room rate per room?

Table 9.

Response	Frequency	Percentage
\$50 or less	34	21.4
\$51-\$60	34	21.4
\$61-\$70	63	39.6
\$71-\$80	21	13.2
More than \$80	7	4.4
Total	159	100.0

- The average room rate was \$67.40.

How much did your immediate travel party spend each day on TICKETS to enter The Alario Center?

Table 10.

Response	Frequency	Percentage
Under \$10	64	34.6
\$10-\$15	35	18.9
\$16-\$20	54	29.2
\$20+	32	17.3
Total	185	100.0

- The average amount paid per day for admission tickets was \$15.00.

How much did your immediate travel party spend each day on CONCESSIONS / SNACKS / DRINKS at The Alario Center?

Table 11.

Response	Frequency	Percentage
Under \$5	17	8.8
\$5-\$10	35	18.2
\$10-\$15	49	25.6
\$15-\$20	33	17.2
\$20-\$25	29	15.1
More than \$25	29	15.1
Total	192	100.00

- The average amount paid per day for concessions was \$15.10.

How much did your immediate travel party spend each day on MEALS, excluding concessions?

Table 12.

Response	Frequency	Percentage
Under \$15	21	11.2
\$15-\$20	36	19.1
\$21-\$30	44	23.4
\$31-40	26	13.9
\$41-\$50	32	17.0
More than \$50	29	15.4
Total	188	100.0

- The average amount paid for meals per day (outside of The Alario Center) was \$39.94.

How much did your immediate travel party spend each day on LOCAL TRANSPORTATION?

Table 13.

Response	Frequency	Percentage
Under \$5	82	46.1
\$5-\$10	40	22.5
\$11-\$15	11	6.2
\$16-\$20	11	6.2
More than \$20	34	19.0
Total	178	100.0

- The average amount paid for local transportation was \$14.10 per day.

How much did your immediate travel party spend each day on laundry?

Table 14.

Response	Frequency	Percentage
\$0.00	154	84.6
\$1-\$5	21	11.6
More than \$5	7	3.8
Total	182	100.0

- The average amount paid for laundry each day was \$.92.

How much did your immediate travel party spend each day on ENTERTAINMENT / RECREATION?

Table 15.

Response	Frequency	Percentage
\$0.00	127	70.6
\$10-\$20	20	11.1
\$20-\$30	14	7.8
More than \$30	19	10.5
Total	180	100.0

- The average per day spent on entertainment/recreation was \$10.72.

How much did your immediate travel party spend each day on SHOPPING?

Table 16.

Response	Frequency	Percentage
\$0.00	88	48.0
\$1-\$20	22	12.0
\$21-\$40	19	10.4
\$41-\$60	25	13.8
More than \$60	29	15.8
Total	183	100.0

- The average per day spent on shopping was \$41.08.

Did you have any OTHER expenses?

Table 17.

Response	Frequency	Percentage
Yes	5	2.8
No	173	97.2
Total	178	100.0

- Because of the minimal number of other expenditures, these figures will not be included in economic significance calculations.

Would you recommend the State of Louisiana as a place to hold similar events?

Table 18.

Response	Frequency	Percentage
Yes	190	99.5
No	1	0.5
Total	191	100.0

- 99.5% of the respondents indicated that they would recommend Louisiana as a host for similar events.

Which of the following best describes your occupation?

Table 19.

Response	Frequency	Percentage
Professional	63	33.3
Homemaker	38	20.0
Self Employed	18	9.6
Clerical	13	6.9
Administrative	11	5.8
Teacher	9	4.8
Marketing/Sales	6	3.2
Retired	6	3.2
Other	25	13.2
Total	189	100.0

- 33.2% of the respondents were professionals, 20% were homemakers, the remaining occupations were spread throughout the additional occupations.

Which category best describes your current annual household income?

Table 20.

Response	Frequency	Percentage
Under \$25,000	17	9.3
\$25,000-\$49,000	49	26.9
\$50,000-\$74,000	62	34.1
\$75,000-\$99,000	32	17.6
Over \$100,000	22	12.1
Total	182	100.0

- Almost 64% of the respondents' annual household income was \$50,000 or above.

RESULTS — COACHES

Is your team from the New Orleans Metro Area?

- Out of the 10 coaches surveyed, 9 were from outside the Metro area.

How satisfied are you with The Alario Center?

- All 10 respondents indicated that they were very satisfied with the facilities of The Alario Center.

If you had the opportunity, how likely are you to return to The Alario Center for another event?

- All 10 of the respondents indicated that they would be very likely to return to The Alario Center for another event.

Is your team staying in the New Orleans area just for the day or are you staying overnight?

- 8 out of the 10 respondents stayed overnight in the city, 2 teams traveled to the event each day (daytrip).

How many nights is your team staying?

- The average number of nights the teams spent in town was 3.86.

In what type of accommodations is your team staying?

- All respondents stayed in a hotel during their stay.

What is your daily room rate?

- The average room rate paid by coaches was \$78.14.

How much money did you spend each day for team concessions/snacks/drinks at The Alario Center?

- The average amount spent on concessions was \$19.11 per day.

How much money did you spend each day for meals?

- The average amount paid per day by coaches for team meals was \$110.00.

How much money did you spend each day for local transportation?

- The average amount paid per day by coaches for local transportation was \$98.39.

How much money was spent each day for laundry?

- The average amount paid per day by coaches for laundry was \$1.67.

How much money was spent each day on entertainment/recreation?

- The coaches surveyed did not have any expenditures for entertainment/recreation.

How much money was spent each day on other expenses?

- The coaches surveyed did not have any additional expenditures.

Do you have any contracts with food services for meals?

- The coaches surveyed did not have any contracts with any food services.

Would you recommend the State of Louisiana as a place to hold similar events?

- All of the coaches surveyed would recommend Louisiana to host a similar event.

OVERALL CONCLUSIONS

Based on the above analysis, the study determined that The Bidy Basketball Tournament had an economic impact of at least \$279,920 on Westwego and the surrounding communities. In addition, the study showed that the participants were very satisfied with The Alario Center's facilities. Also, the respondents were likely to return to Louisiana for a similar event, which may result in future visits and economic impact on other communities in the state.

In addition to the economic significance, the community also received extremely favorable publicity in the Times Picayune. A front-page story in the Metro Section elaborated on the success of The Alario Center and what it has meant to the community of Westwego. (Times Picayune, April 6, 2000).

METHODOLOGY

The Nordic Model and The Alario Center Survey

The Alario Center study used a modified version of The Nordic Model of Tourism (Paajanen, 1999). The Nordic Model is a research method that determines the economic impact of tourism. The Nordic Model depicts both the income and expense side of the impact of tourism on a local economy.

Expenditure Method of the Nordic Model

The research team applied the expenditure method by asking the visitors attending the tournament questions regarding the money spent in connection with the tournament. The survey questionnaire allowed for respondents to refuse questions or indicate that they are unsure of their expenditures.

Income Method of the Nordic Model

The next step was to look at the income generated by the tournament and this was done by consulting with local businesses in the area. "The income method constitutes the most challenging part of the Nordic Model" (Paajanen, 1999, page 129.). The primary data collection consisted of contacting local hotels to determine how many room nights were picked up in connection with the tournament. Local restaurants were also contacted to determine if they were able to identify an economic impact in connection with the tournament. Local attractions such as swamp tours placed flyers and coupons on display at the tournament. These attractions were contacted following the tournament to determine if they received a response from these flyers

IDENTIFICATION OF VARIABLES

The research took place at The Alario Center in Westwego, LA. The name of the event was The Bidy Basketball Tournament, which was held between March 31 and April 5, 2000. The research team conducted interviews at various times and days of the tournament. Visitors were asked questions that related to the amount of money that they spent while they attended the tournament. The visitors were also asked what type of accommodations they used and if any, what was their room rate. Also, questions were asked about the amount of money spent on concessions at The Alario Center and how much was spent on meals in the surrounding area. In addition, the survey also asked about money spent on local transportation, entertainment, shopping, and other expenses. Attendees were asked to estimate how much they spent each day on these items and were also asked if they would recommend the state of Louisiana for a similar event. Demographic information regarding their occupation and household income was also obtained.

In addition to surveying the visitors, team coaches were also surveyed. The coaches' survey included questions relating to the expenses they incurred for the entire team. Several coaches were responsible for expenses related to each child, such as hotel expenses, food, and transportation. Also, local restaurants and businesses were contacted to determine whether or not the tournament resulted in an economic impact on their business.

As indicated previously, the results of this survey was used to determine the economic impact of The Bidy Basketball Tournament. This information is not only beneficial to the City of Westwego and surrounding areas, but it will benefit other cities interested in hosting a similar event. The results will also be beneficial in reporting the economic impact of small events to Louisiana.

RESEARCH DESIGN

This was a descriptive study to describe the characteristics of The Bidly Basketball Tournament attendees, such as their spending habits, satisfaction and demographics. The research method chosen was a survey, partially because of the ease of obtaining the data and the relatively low cost and the high accuracy of the results.

Selection of Subjects and Data Collection Method

The research team decided that direct communication, in the form of a face to face interview with the visitors, would be the most appropriate data collection technique.

Biddy Basketball subjects (visitors) were interviewed while they attended the tournament. Interviews of visitors during the tournament improved possibility of accurate recall. Their recall of expenditures was likely to be more accurate. The visitors were interviewed on different days and times throughout the tournament. This type of survey is considered to be a judgmental sample. Judgmental sampling requires the research team to use their "expert" opinion when choosing samples for their survey. They used their judgment to determine which visitors were best suited to participate in the survey. For example, they attempted to only interview the visitor who was most familiar with the expenditures of the trip for the travel party.

The interviews were highly structured; the research team was asked read the questions from the survey accurately and consistently throughout the entire surveying process. The research team was trained to clarify questions accurately (when prompted); they were also instructed not to sway the answers of the respondents.

For sensitive questions such as occupation and household income, the respondents were shown the possible responses and were then asked to give the letter that corresponded to their answers. This allowed the respondents to feel more comfortable in responding to these sensitive questions. The respondents were interviewed in various locations of The Alario Center; such as the concession area, outside, foyer and the basketball court area. All responses were documented during the interview (not after) to ensure accuracy of recording the responses. The research team was asked to document the time, date and location of the survey once completed.

INSTRUMENT DESIGN AND DEVELOPMENT

The survey questionnaire had to include all questions pertaining to any possible expenditures incurred by the visitors. The survey had to be clear and concise and questions had to be understood by those participating in the survey. The questionnaire was tested by the research team to ensure that the questions were clearly stated and that the question placement was appropriate.

The survey began with a screening question to ensure that only visitors to the city would be represented in economic impact calculations (see Appendix I). A visitor was defined as someone who lives more than 50 miles from New Orleans. If the respondent was not sure if they were outside the 50-mile radius, the survey included a question that asked the respondent's zip

code. By obtaining the respondent's zip code, the research team was able to determine if the respondents lived outside the 50-mile radius. The research team also consulted with the General Manager of The Alario Center, Blake Dardar to assist in developing the survey. He assisted the research team by providing literature on the host facility, along with geographic information about the potential teams and attendees to The Bidy Basketball Tournament. This information familiarized the research team with the potential attendees and it allowed them to formulate the questions for the survey.

The research team was interested in finding out how many people were in the respondent's travel party and how many nights they were staying in the city. Also included was a question asking about the respondent's accommodations and how much was spent on these accommodations, if applicable. Spending questions such as how much was spent on concessions, entry tickets, meals, local transportation, laundry, entertainment, shopping were asked. The survey also included demographic questions such as the respondents' occupation and household income. The survey was tested by the research team to ensure that the questions were logical and would be easily understood by the respondents.

DATA COLLECTION PROCEDURES, DATA CODING, ENTRY AND ANALYSIS

It was very important for the research team to ask the questions and to document responses immediately. By performing the interviews on various days and times and in different locations of the tournament, the team (or survey team) increased the likelihood of surveying a more representative sample of visitors. Throughout the tournament there were various teams playing on different days and at different times. This allowed the research team to be exposed to visitors from many teams and from different geographical areas. The majority (57.7%) of the interviews was conducted on Saturday and Sunday of the tournament, since the majority of the teams were in attendance on these days. On Monday, 41.2% of the interviews were conducted. On Tuesday and Wednesday, only 1.1% of the interviews was conducted since most of the teams were eliminated from the tournament by then.

Following the data collection, the research team labeled each completed survey with an identification number. The identification numbers help to differentiate the surveys in the event the research team had to reflect back on a particular survey.

The data was then entered into an SPSS data file. All responses were entered; the initials of the interviewer were entered as well as the time, date and location of the survey. Again, the identification number was entered in the event the research team had a question regarding a particular survey. Once all the entries were made, the data entries were reviewed for accuracy. If the research team noticed that there was any data that seemed questionable, the survey (or surveyor) was consulted to verify the responses. After the data was verified, statistical frequencies were run on the data.

REFERENCES

Paajanen, Marga, (1999), Assessing Local Income and Employment Effects of Tourism: Experience Using the Nordic Model of Tourism, *Economic and Management Methods for Tourism and Hospitality Research*, 10, 124-143.

Young, Tara, (2000, April 6), "Alario Center Exceeds Expectations", *The Times Picayune*.

**Exhibit 1
Hotel Rooms and Rate Information**

Hotel	Rooms Blocked	Rooms Picked Up	Room Rate	Total Revenue
Travelodge	100	24 x 3 nights	\$65.00	\$4,680.00
Quality Inn	100	60 x 2 nights	\$59.00	\$7,080.00
Holiday Inn	70	3x3 nights	\$69.00	\$621.00
Best Western	15	11x2 nights	\$64.00	\$1,408.00
Ramada Inn	N/A	32 x 8 nights	\$72.00	\$18,432.00
Bayou Segnette Park	N/A	N/A	N/A	N/A
Total Estimated Revenue				\$32,221.00

Appendix 1

Survey Questionnaire

BIDDY GIRLS BASKETBALL TOURNAMENT VISITOR SURVEY

INTRODUCTION

Good morning/afternoon/evening. Thank you for joining us at The Alario Center this year. We are conducting a study of visitors to The Alario Center. Would you mind participating in a short survey? It will take less than 5 minutes. (If necessary let them know that the study is sponsored by the Louisiana Office of Tourism).

SCREENING QUESTIONS

Have you been previously interviewed? (If YES, terminate)

For what team does your girl play? _____

Please tell me if you live in the New Orleans Metro area or not.

Q1. Live in area 1 Live outside area 2

If necessary, clarify - more than 50 miles from New Orleans. (700,701,704 indicate New Orleans address.

IF NOT FROM NEW ORLEANS, go to next page.

IF FROM NEW ORLEANS, go to questions below:

Q2. How satisfied are you with the overall facilities of The Alario Center? Were you:
(READ THESE RESPONSES)

very satisfied	somewhat satisfied	somewhat dissatisfied	very dissatisfied	REF. 97
1	2	3	4	D.K 98

Q3. If you had the opportunity, how likely are you to return to The Alario Center for another event?
(READ THESE RESPONSES)

very likely	likely	unlikely	very unlikely	REF.	D.K.
1	2	3	4	97	98

THANK YOU FOR YOUR COOPERATION

FOR VISITORS ONLY

Q2. How satisfied are you with the overall facilities of The Alario Center? Were you:
(READ THESE RESPONSES)

very satisfied	somewhat satisfied	somewhat dissatisfied	very dissatisfied	REF. 97
1	2	3	4	D.K 98

Q3. If you had the opportunity, how likely are you to return to The Alario Center for another event?
(READ THESE RESPONSES)

very likely	likely	unlikely	very unlikely	REF.	D.K.
1	2	3	4	97	98

Q4. What is the ZIPCODE of your primary residence?_____ REF. 97

Q5. Including yourself, how many people are in your immediate traveling party?_____
(Traveling party is your family and friends who have traveled with you from your home - not the entire team)

Q6. Are you in the New Orleans area just for the day or are you staying overnight?

1 overnight	2 daytrip (go to Q 7)	97 REF. (go to Q.7)
-------------	-----------------------	---------------------

Q6a. How many nights are you staying? 1 2 3 4 5 6 7 8 More_____ D.K 98

(If Don't Know, then ask: How many nights have you stayed so far?)

Q6b. In what type of accommodations are you staying? REF. 97

Hotel/Motel	Bed and Breakfast	Campground/Cabin	Friends/Relatives	Other
1	2	3	4	5

Q6C. How many rooms do you have_____

Q6D. What is you daily room rate per room?_____

SPENDING QUESTIONS

READ: I'm now going to ask you a few questions regarding the money you spent while visiting the area.

Q7. For the following questions please include the expenses for your immediate traveling party.
(Traveling party is your family and friends who have traveled with you from your home - not the entire team)

By the time you leave THIS AREA, how much money will you have spent on average EACH DAY for:
(If the respondents say they don't know, ask for their "best guess")

Q7a. Each day for Tickets to enter The Alario Center _____ REF. 97 D.K. 98

Q.7b Each day for concession/snacks/drinks at The Alario Center _____ REF. 97 D.K. 98

Q7c. Each day for Meals, excluding concessions _____ REF. 97 D.K. 98
(follow with "do you mean that you party's expense for food is roughly
_____ dollars per day")

Q7d. Each day for Local transportation _____ REF. 97 D.K. 98
This includes only what you spent in this area
(for example car rental, taxi, gasoline, bus)

Q7e. Each day for Laundry _____ REF. 97 D.K. 98

Q7f. Each day for Recreation/Entertainment _____ REF. 97 D.K. 98
(sightseeing, shows, museums etc)

Q7g. Each day for shopping _____ REF. 97 D.K. 98

Q7f. Is there any other daily expense that you are incurring here? Yes 1 No 2
REF. 97 D.K. 98

If YES, then ask
What is the expense? _____ How much per day? _____

Q8. Let me ask you an overall question. Would you recommend the State of Louisiana as a place to hold similar events?

Yes 1 No 2

**Which of the following best describes your OCCUPATION? (choose only one)
Please give me the letter that corresponds to your answer.**

- A - PROFESSIONAL/TECHNICAL**
- B - LABORER**
- C - AGRICULTURAL**
- D - MARKETING/SALES**
- E - STUDENT**
- F - TRADESMAN**
- G - CLERICAL/SERVICE**
- H - MILITARY**
- I - SELF EMPLOYED**
- J - ADMINISTRATIVE/MANAGERIAL**
- K - RETIRED**
- L - UNEMPLOYED**
- M - HOMEMAKER**
- N - TEACHER**
- O - OTHER**

Q10. Which category best describes your current ANNUAL HOUSEHOLD INCOME? Please give me the letter that corresponds to your answer.

- A - under \$25,000**
- B - \$25,000-49,000**
- C - \$50,000-74,000**
- D - \$75,000- 99,000**
- E - over \$100,000**

THANK YOU VERY MUCH FOR YOUR COOPERATION!!

2000 Buy.Com Golf Tournament Lafayette, Louisiana

by Jerome Agrusa



2000 Buy.Com Golf Tournament Lafayette, Louisiana

EXECUTIVE SUMMARY

The primary purpose of this study was to determine the economic significance to the immediate community and surrounding area of the 2000 Buy.com Golf Tournament that was held March 30-April 2, 2000, at LeTriomphe Country Club in Lafayette. A total of 178 golfers participated in the golf tournament. Two questionnaires were used to gather data. One was administered to tourists and the other to local residents attending the tournament. Results show a positive economic impact on the local community from visitor spending on hotel rooms, meals, transportation, and shopping with the tournament proceeds benefiting local charities. Comments about the tournament's operation and suggestions for improving the golf tournament are also included in this report.

INTRODUCTION

Golf, as a sport tourism activity, has universal appeal. This pastime and competitive sport is usually played on an 18-hole course varying between 5000 yards and 7000 yards. Play begins off a tee with the object of getting the ball into a cup on the green using the least possible strokes. The fairway between the tee and the green contains hazards such as water, sand traps, bushes and zoo animals (Nance, 1985).

“Some historians trace golf back to the Stone Age, while others tell us that the sport had its origin with the idle antics of shepherd boys knocking small stones into crude holes in the ground with a ‘crook’, while their flocks grazed lazily in nearby fields” (Golf Magazine’s Encyclopedia of Golf, p. 1). The Romans also played “paganica”, a game using a bent stick and a feather ball in open country-sides. (Golf Magazine’s Encyclopedia of Golf). Similar games were also played in France, Belgium, Netherlands and England.

However, most writers believe that this game of accuracy officially originated in Scotland in the 15th century and was played on an open field with rough edges. In 1754, the Royal and Ancient Golf Club was established in St. Andrews, Scotland. In 1867, the first women’s golf club was formed, introducing golf as a female recreation sport to the world (Bolstad, 1964).

The first national golf championship, held in Scotland in 1860, was limited to professionals. In 1861, it was open to the world as the British Open. The first British Ladies Amateur Championship was held in 1893, at the Lytham and St. Anne’s Club (Encyclopedia of Golf, 1971).

Approximately 50 million people worldwide play the game. In 1993, there were 25,000 golf courses. The USA accounts for the largest number of players (27.8 million) followed by Japan (12.4 million) (Story, 1994). Expansion rates suggest 70-80 million golfers in the world by the year 2000. The 1997 Specialty Travel Index lists a directory of golf travel destinations throughout the world numbering 145 entries in 37 different countries. For traveling golfers and

spectators seeking golf enjoyment, most countries have tourist boards offering golf information. Also, many of these country tourism boards/bureaus are active on the Internet offering specific golf destination information on their web sites (Conly, 1997).

With new golfers such as Tiger Woods, the popularity of the game of golf is growing and people from all walks of life and backgrounds are participating. An estimated 26.5 million Americans played the game in 1997, an increase of more than 25% since 1987. As the number of rounds of golf played nationally increases, so does the dollar value of golf related spending – an estimated \$25 billion in 1997.

BACKGROUND

Originally formed in 1990 as the Ben Hogan Tour, renamed the Nike Tour at the start of the 1993 season and at the start of the 2000 season, this tour was renamed the Buy.Com Tour to display the newly formed partnership with one of the leading companies in the Internet marketplace, Buy.Com. The Buy.Com Tour crosses the United States with events held from the state of Washington to Pennsylvania, Florida and South Dakota. “Just like the PGA Tour and Senior PGA Tour, the Buy.Com Tour has significant impact on local communities with events raising approximately \$16 million for charity since 1990” (Foote, 2000).

The Louisiana Open, part of the tour, is the oldest professional golf tournament in the state of Louisiana. Records indicate that the forerunner of what is now known as the Louisiana Open began in the 1920s, but it was in 1957 that the tournament matured into the organized event that it is today. Also, in 1957, the Professional Golfers Association began its affiliation with the Louisiana Open, a relationship that has continued and strengthened to this day.

In 1986, the Louisiana Open underwent a transformation. Herbert E. Schilling II incorporated the event into a 501C-3 non-profit organization, created a Board of Directors and an Advisory Board, and officially named it the Louisiana Open, Inc. Golf Tournament. In its first year of incorporation, the Louisiana Open, Inc. was able to contribute a total of \$15,000 to three area charities.

Starting in 1992 as a Ben Hogan event, the Louisiana Open has enjoyed improvements to its presentation each and every year. The purse (or prize money) has increased from \$300,000 last year to \$450,000 this year. Also new this year was the presence of the Golf Channel which televised the event providing the opportunity to highlight the Louisiana Open and the Acadiana area.

In addition to nationwide exposure, Acadiana has also benefited from the Open’s generous philanthropy. Since its incorporation, the Open has awarded more than \$1,000,000 to local charities and \$14,000 in scholarship money to the University of Louisiana at Lafayette.

The 2000 Buy.Com Louisiana Open was held March 30 – April 2, 2000 at LeTriomphe Country Club. The event attracted 178 golfers participating in the tournament and according to the PGA in the Buy.Com Tour Tournament Report, attendance was 59,750 over the four-day tournament. Golf is a sport that has had tremendous growth recently with participants as well as

viewers. The sport appeals to both males and females alike. The primary purpose of this project is to demonstrate the benefits both economically and community service wise that the Louisiana Open Golf Tournament has on the Acadiana area.

STUDY OBJECTIVES

The Louisiana Open Buy.Com Golf Tournament study had two primary objectives:

1. To identify the economic significance of the Buy.Com in Acadiana. University of Louisiana at Lafayette accomplished this objective by identifying the direct expenditures associated with the event, and profiling the visitors and attendees to the event.
2. To identify opportunities for enhancing the event in coming years. This was achieved by surveying attendees and asking them how they heard about the Louisiana Open. This information is of interest to event organizers, LeTriomphe (the site of the golf tournament), PGA (Professional Golf Association), Lafayette Convention and Visitors Commission, and the state of Louisiana Office of Tourism.

Due to the fact that the golf tournament was broadcasted live during the tournament, the exposure for the area to potential golfers and tourists is tremendous.

THE 2000 BUY.COM LOUISIANA OPEN

A total of 144 golfers and an estimated 59,750 attendees participated in the 2000 Buy.Com Louisiana Open. The golf tournament began with a Pro-Am open on Wednesday, March 29 and proceeded on Thursday, March 30 through Sunday, April 2. After the first two days of golf, the field of 144 golfers were narrowed down to 60.

METHODOLOGY

Two separate two-page questionnaires were developed and designed by Dr. Jerome Agrusa in consultation with LSU Sea Grant, Dr. Harsha Chacko from the University of New Orleans, the Office of Tourism and Buy.Com Louisiana Open Board of Directors.

The first questionnaire was designed to survey tourists and the second questionnaire was designed to survey local residents who attended the golf tournament. Interviewers randomly interviewed adult spectators at LeTriomphe during the golf tournament and asked if the spectators were from "out of town" or "local residents". Interviewers had explicit instructions to enlist adults who were at the golf tournament as spectators. The majority of the spectators were accommodating with 88 tourists and 534 local residents completing the survey instruments.

SUMMARY OF ECONOMIC SIGNIFICANCE TO THE ACADIANA AREA

Data from all resources provide the following results related to expenditures made overall by tourists and by local residents at the 2000 Buy.Com Louisiana Open Golf Tournament.

Overall Expenditures

- According to the PGA, attendance for the five days of the tournament was estimated at 59,750.
- An estimated 2,207 spectators purchased tickets (total value of \$33,575 for the four-day event).
- According to the Buy.Com Louisiana Open sales staff, 26 Golf Event Packages were sold which included skybox passes, clubhouse passes and admission to the golf tournament sales equal \$25,000.
- Food and beverage concessions recorded \$30,000 in sales at the golf tournament.
- Over \$54,000 was spent on catering at the skyboxes during the tournament.
- According to the golf tournament caterer, over \$200,000 was raised during the golf tournament for various charities throughout Acadiana.

Tourists' Expenditures

- Tourists from 16 different states completed the survey, with Louisiana having the highest percentage of respondents followed by Florida, Texas and Pennsylvania.
- Tourists spent approximately \$43,243.20 for 655 hotel room nights during the tournament.
- Tourists stated that they spent approximately \$25,712.88 on food and beverage over the golf tournament.

Local Spectators' Expenditures

- Miscellaneous spending by local spectators during the golf tournament according to the 534 local participants was \$6,970.
- Local spectators' spending on food per day of the golf tournament by 534 participants was \$9,205.

RESULTS OF THE STUDY

Ticket Sales

Package Ticket Sales

1) Six (6) Platinum Packages at \$ 2,500 each	=	\$ 15,000
2) Two (2) Gold Packages at \$ 1,000 each	=	\$ 2,000
3) Sixteen (16) Silver Packages at \$ 500 each	=	<u>\$ 8,000</u>
		\$ 25,000

Packages include the following: Platinum	=	8 skybox passes per day plus 60 clubhouse passes
Gold	=	8 skybox passes per day plus 10 clubhouse passes
Silver	=	80 clubhouse passes

Advance Ticket Sales

760 season passes @ \$25 each	=	\$ 19,000
680 daily passes @ \$10 each	=	<u>\$ 6,800</u>
		\$ 25,800

Ticket Sales at the Gate

7 season passes @ \$25 each	=	\$ 175
760 daily passes @ \$10 each	=	<u>\$ 7,600</u>
		\$ 7,775

Tourists

Sources of Information

When asked how the tourists heard about the Buy.Com Louisiana Open Golf Tournament, the majority (28.4%) of the respondents stated other (such as the Internet), 25% stated family or friends, 19.3% stated word of mouth, 18.2% stated the PGA Tour, and 9.1% stated the newspaper.

	Frequency	Percent
Word of Mouth	17	19.3
Family or Friends	22	25.0
Newspaper	8	9.1
PGA Tour	16	18.2
Other	25	28.4
Total	88	100.0

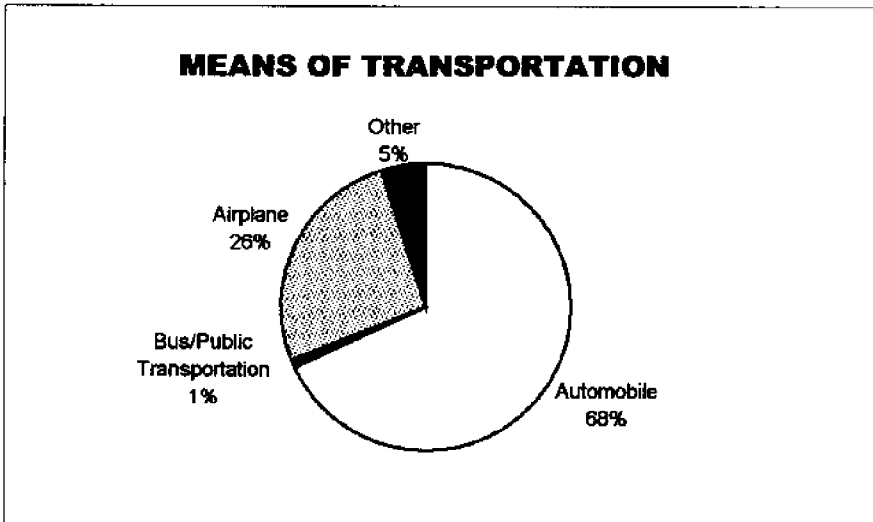
Travel Itinerary of Tourists

Almost 50 percent (49.2%) of the tourists surveyed stated they stayed six or more nights, 17% stated one or two nights, 15.4% stated five nights, and 13.8% stated three nights.

When asked how many people traveled with them to the golf tournament, 25.3% stated with one other person, 21.5% stated with two other people and 24% stated four or more people traveling together.

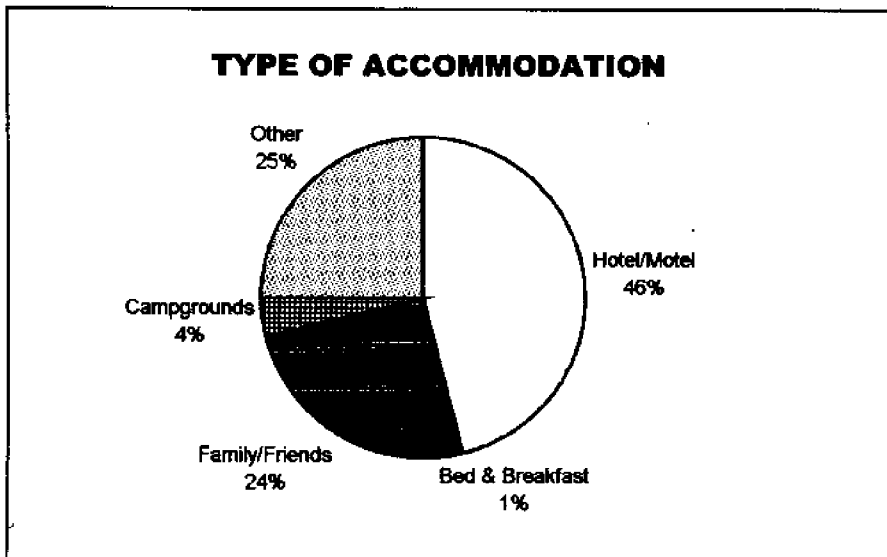
Means of Transportation

When asked about the means of travel of the respondents, 26.5% of the respondents stated having arrived at the golf tournament by airplane. With the majority (67.5%) stating their means of transportation was by automobile.



Type of Accommodation

When asked the type of accommodation the tourists used during their visit to Lafayette, of those who responded, most respondents, over 45%, stated they were staying in a hotel or motel.



Tourists Hotel Spending

Over nine percent of the respondents stated that they spent over \$90 per night on lodging with over 30 percent stating that they spend over \$61 per night on lodging.

	Frequency	Percent
Under \$30	18	20.5
\$30 - \$45	4	4.5
\$46 - \$60	8	9.1
\$61 - \$75	11	12.5
\$76 - \$90	9	10.2
Over \$90	8	9.1
No Answer	30	34.1
Total	88	100.0

Expenditures by tourists in lodging was an average of \$66 per night and a mean of 4.55 nights. Twenty-five percent of the responding attendees stayed in hotels. The number of tourists that stayed in hotels was estimated at 144 for an average of 4.55 days at \$66 per night, which generated \$43,243.20 in gross revenue to area hotels during the course of the golf tournament. This figure is based on:

- Information furnished by the 88 tourists surveyed during the event.
- Information gathered by the research from area hotels.
- The previous assumption of the number of tickets that were sold and distributed and the number of spectators that attended the event.

Tourists Food Spending

When asked how much money tourists spent per person per day on food, 28.4% answered between \$20 and \$29.99. Almost one-third (32.9%) of the respondents stated over \$30 per person per day on food.

	Frequency	Percent
Under \$20	24	27.3
\$20 - \$29.99	25	28.4
\$30 - \$39.99	14	15.9
\$40 - \$49.99	11	12.5
\$50 or more	4	4.5
No Answer	10	11.4
Total	88	100.0

The amount of money the tourists spent per person per day on food was an average of \$23.10 and the average number of people in each party was 2.78. They stayed an average of 4.55 days and the 88 tourists represent an estimated 25% of the total tourists.

[(23.10) (88) (2.78) (4.55) = \$25,712.88].

Tourists Miscellaneous Spending

When asked how much money the respondents spent on miscellaneous items in Lafayette per day while watching the golf tournament, 42% of the tourists responded they spend over \$10 per day with over 15% stating they spent over \$20 per day on miscellaneous items.

	Frequency	Percent
Under \$10	40	45.5
\$10 - \$19.99	23	26.1
\$20 - \$29.99	8	9.1
\$30 - \$39.99	3	3.4
\$40 - \$49.99	3	3.4
No Answer	11	12.5
Total	88	100.0

The amount of money the tourists spent per day on miscellaneous items was an average of \$7.80 and the average number of people in each party was 2.78. The tourists stayed an average of 4.55 days and the 88 tourists represent an estimated 25% of the total tourists
 $[(7.80) (88) (2.78) (4.55)] = \$8,682.27.$

Local Spectators

Sources of Information

There were 534 local residents that responded to the Buy.Com golf survey. When asked how the local spectators heard about the Buy.Com Louisiana Open Golf Tournament, the majority (27.7%) of the respondents stated "Other" (such as the Internet), 26.4% stated word of mouth, 24.5% stated friends or family, and 16.1% stated the newspaper.

	Frequency	Percent
Travel Brochure	3	.6
Word of Mouth	141	26.4
Family or Friends	131	24.5
Newspaper	86	16.1
PGA Tour	22	4.1
Other	148	27.7
No Answer	3	.6
Total	534	100.0

Travel Itinerary

When asked the number of traveling companions, 77.9% stated one or more persons and over 28% of the local residents responded that they traveled with a party of four or more people.

Local Spectators Food Spending

When asked the amount of money that local spectators spent per person per day on food, over 32% stated over \$25 per person per day. This figure appears low because the sky boxes around the 18th hole had three full buffets and three open bars which were free to all those that had sky box tickets during the golf tournament. The skyboxes were opened Thursday through Sunday during the tournament and the cost of catering the food for four days was \$54,000.

		Frequency	Total
\$10	x	347	\$3,470
\$25	x	87	\$2,175
\$35	x	26	\$910
\$45	x	21	\$945
\$55	x	31	\$1,705
No Answer		22	\$0
Total		534	\$9,205

Local Miscellaneous Spending

When asked the amount of money spent on miscellaneous items in Lafayette per day while watching the golf tournament, over 46% of the responding local spectators stated they spent over \$15 per day while watching the golf tournament.

		Frequency	Total
\$5	x	279	\$1,395
\$15	x	119	\$1,785
\$25	x	50	\$1,250
\$35	x	28	\$980
\$40	x	39	\$1,560
No Answer		19	\$0
Total		534	\$6,970

CONCLUSION

According to the PGA, total attendance for the 2000 Buy.Com Louisiana Open Golf Tournament was 59,750. During the golf tournament, a total of 622 people were surveyed. Those surveyed were divided into two groups: tourists and local residents.

Tourists from 16 different states participated in the survey with Louisiana having the highest percentage of respondents followed by Florida, Texas, and Pennsylvania. Almost half of the tourists (46.6%) stated that this was their first visit to Lafayette for a golf tournament.

When asked how the respondents heard of the golf tournament, a quarter (25%) of the respondents stated friends and family; almost 20% (19.3%) stated word of mouth; 18.2% stated the PGA Tour; almost 10% (9.1%) stated newspaper and 28.4% stated other.

Twenty-seven percent of the tourists surveyed stated that their means of transportation to the golf tournament was by airplane. A majority of the tourists (67%) stated their means of transportation was by automobile.

Of the tourists who responded to the questionnaire, over 45% (45.6%) stated that they stayed in a hotel during their visit to Lafayette. A total of \$43,243.20, for 655 hotel room nights, was spent by tourists during the tournament. Tourists spent another \$25,712.88 on food and beverage during the tournament.

With over a quarter of the tourists surveyed stating that their means of transportation to the golf tournament was the airlines, the Buy.Com Louisiana Open Golf Tournament attracted a high end tourist who was willing to fly in, stay in hotels for almost 5 nights, and spend almost \$25 (\$23.10) per day on food and beverage.

Over 30% (30.8%) of the tourists stated that they were guests of a tournament sponsor that included skybox tickets. As guests in the skybox, they could enjoy an open bar and a free full buffet. This might be the reason the amount tourists spent per day on food and beverage was lower than the researchers expected.

Overall, the golf tournament was a great success in major part due to the excellent weather and having the golfers scores be so close together. The benefits of the Golf Channel broadcasting live during the tournament will be felt by the Acadiana area for months and years to come.

RECOMMENDATIONS

The following are some of the recommendations for tour operators from the tourists and local residents.

1. Have a map of the golf course that would show where the holes are on the pairing sheets. Spectators were frustrated trying to find the holes where the golfers that they wanted to see were located.
2. Promote that the golf tournament is a fundraiser for charities. The majority of those surveyed could not name three of the charities that the tournament benefited. Some of those surveyed stated that they “did not even know that the golf tournament helped to raise funds for charities”.
3. Promote the sponsors of the golf tournament better. The majority of the respondents surveyed could not name three sponsors of the tournament. However, they could list more sponsors than charities.

GOLF TOURNAMENT SURVEY

PLEASE GIVE YOUR BEST ESTIMATE FOR THE FOLLOWING QUESTIONS:

1. Where do you reside?
State: _____

Parish/County: _____

Town/City: _____

2. Is this your first visit to Lafayette for the golf event?
 - a. Yes
 - b. No

3. How did you hear about the golf event in Lafayette?
 - a. Travel Brochure
 - b. Word of Mouth
 - c. Family/Friends
 - d. Newspaper
 - e. PGA Tour
 - f. Other _____

4. How many nights are you staying on this excursion to Lafayette?
 - a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. If 6 or more days, give approximate amount _____

5. How many people are you traveling with?
 - a. Alone
 - b. 1 Person
 - c. 2 People
 - d. 3 People
 - e. 4 People
 - f. If 5 or more people, give approximate number _____

6. What was your means of transportation to Lafayette?
 - a. Automobile
 - b. Bus/Public transportation
 - c. Airplane
 - d. Other _____

7. How much money do you estimate you spent on travel to and from Lafayette from your residence for this trip?
 - a. Under \$30
 - b. \$30 - \$39.99
 - c. \$40 - \$49.99
 - d. \$50 - \$59.99
 - e. Over \$60

8. Where did you stay?
 - a. Hotel/Motel
 - b. Bed and Breakfast
 - c. Family/Friends
 - d. Campgrounds
 - e. Other _____

9. How much did you spend on lodging per night?
- | | |
|----------------|----------------|
| a. Under \$30 | d. \$61 - \$75 |
| b. \$30 - \$45 | e. \$75 - \$90 |
| c. \$46 - \$60 | f. Over \$90 |
10. How much money did you spend per person per day on food?
- | | |
|-------------------|-------------------|
| a. Under \$20 | d. \$40 - \$49.99 |
| b. \$20 - 29.99 | e. Over \$50 |
| c. \$30 - \$39.99 | |
11. How much money did you spend on miscellaneous items (snacks, drinks) in Lafayette per day while watching the golf tournament?
- | | |
|-------------------|-------------------|
| a. Under \$10 | d. \$30 - \$39.99 |
| b. \$10 - \$19.99 | e. \$40 - \$49.99 |
| c. \$20 - \$29.99 | |
12. How much money did you spend on gifts (i.e. hats, golf towels, or golf souvenirs) that you may have used or given away (sent to friends or relatives outside the Lafayette area)?
- | | |
|------------------|--------------------|
| a. Under \$100 | d. \$501 - \$750 |
| b. \$101 - \$250 | e. \$751 - \$1,000 |
| c. \$251 - \$500 | |
13. Are you a guest of a sponsor?
- | |
|--------|
| a. Yes |
| b. No |
14. Do you play golf?
- | |
|--------|
| a. Yes |
| b. No |
- If yes, how many times per (choose one)
- _____ per week _____ per month _____ per year
15. Could you name 3 sponsors of the Buy.com Louisiana Open.
- | | |
|----|-------|
| a. | _____ |
| b. | _____ |
| c. | _____ |
16. Could you name 3 charities that benefit from the Buy.com Louisiana Open.
- | | |
|----|-------|
| a. | _____ |
| b. | _____ |
| c. | _____ |

**ACADIANA RESIDENTS
GOLF TOURNAMENT SURVEY**

This survey is to examine the impact that the Louisiana Open has on the local economy.

Please give your best estimate for the following questions:

1. Is this your first visit to Lafayette for the golf event?
 - a. Yes
 - b. No

2. How did you hear about the golf event in Lafayette?

a. Travel Brochure	d. Newspaper
b. Word of Mouth	e. PGA Tour
c. Family/Friends	f. Other _____

3. How many people are you traveling with?

a. Alone	d. 3
b. 1	e. 4
c. 2	f. If 5 or more, give approximate number _____

4. How much money did you spend per person per day on food?

a. Under \$20	d. \$40 - \$49.99
b. \$20 - \$29.99	e. Over \$50
c. \$30 - \$39.99	

5. How much money did you spend on miscellaneous items (snacks, drinks) in Lafayette per day while watching the golf tournament?

a. Under \$10	d. \$30 - \$39.99
b. \$10 - \$19.99	e. \$40 - \$49.99
c. \$20 - \$29.99	

6. How much money did you spend on gifts (i.e. hats, golf towels or golf souvenirs) that you may have used or given away (sent to friends or relatives outside the Lafayette area)?

a. Under \$50	d. \$251 - \$500
b. \$50 - \$100	e. \$501 - \$750
c. \$101 - \$250	f. \$751 - \$1,000

7. Are you a guest of a sponsor?
 - a. Yes
 - b. No

(Please fill out back side of survey)

8. Do you play golf?

a. Yes

b. No

If yes, how many times per (choose one)

_____ per week _____ per month _____ per year

9. Could you name 3 sponsors of the Buy.com Louisiana Open.

a. _____

b. _____

c. _____

10. Could you name 3 charities that benefit from the Buy.com Louisiana Open.

a. _____

b. _____

c. _____

