

# ROLLING STONES AT TIAA BANK FIELD JACKSONVILLE ECONOMIC IMPACT

AUGUST 2019



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## Methodology

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- This study is a survey of attendees for a Rolling Stones concert held at TIAA Bank Field in Jacksonville, Florida on July 19th, 2019.
- The purpose of the study is to estimate the direct economic impact in the community from the event held at TIAA Bank Field.
- The survey questions were programmed and activated on July 30th, 2019. Data collection ended on August 7th, 2019.
- The authenticated sample size for this study is 2,888.
- The confidence interval for the sample at the 95% confidence level is  $\pm 3.53$ . This means that if, for example, 88% of attendees said they are Very or Somewhat Likely to return to a live event at TIAA Bank Field, we are 95% certain that the true population proportion that are Very or Somewhat Likely to return falls somewhere between 84.47% and 91.53%. Some of the percentages in the report may not add to 100% due to multiple choice options or rounding.

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## Executive Summary

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- The direct economic impact of the Rolling Stones concert event at TIAA Bank Field in Jacksonville, Florida is estimated to be approximately **\$15.7M**. The concert attendance was **46,155**. The typical attendee spent **\$341** on average, outside the venue, in relation to the event.
- Visitors who came to town specifically for the event spent **\$667** on average, outside the venue, in relation to the event. Residents, in comparison, spent **\$64** on average.
- Visitors that came to town specifically for the event made up **46%** of the attendance base for the event and accounted for **90%** of the total spending share. In comparison, residents made up **54%** of the attendees and accounted for **10%** of the total spending share.

## Economic Impact

The direct economic impact of the Rolling Stones concert at the TIAA Bank Field is estimated to be approximately **\$15.7M** for the event with **46,155** attendees. An attendee spent **\$341** on average, outside the venue, in relation to the event.

| Direct Economic Impact                               |                |                     |               |
|--|----------------|---------------------|---------------|
|  | % of Attendees | # of Attendees      | Ave. Spending |
| <b>Attendees (Based on Ticket Sales)</b>             | <b>100%</b>    | <b>46,155</b>       | <b>\$341</b>  |
| <b>Visitors Who Came to Town for the Event</b>       | <b>46%</b>     | 21,231              | \$667         |
| Visitors Who Paid for Lodging                        | 38%            | 17,539              | \$291         |
| Visitors Who Used Paid Transportation                | 7%             | 3,231               | \$56          |
| Visitors Who Rented a Car                            | 3%             | 1,385               | \$194         |
| Visitors Who Spent on Ancillaries Outside the Event  | 42%            | 19,385              | \$443 *       |
| <b>Residents</b>                                     | <b>54%</b>     | 24,924              | \$64          |
| Residents Who Used Paid Transportation               | 6%             | 2,769               | \$41          |
| Residents Who Rented a Car                           | <1%            | --                  | --            |
| Residents Who Spent on Ancillaries Outside the Event | 28%            | 12,923              | \$114         |
| Visitor Lodging Spending                             |                | \$5,103,820         |               |
| Visitor Paid Transportation Spending                 |                | \$180,928           |               |
| Visitor Rental Car Spending                          |                | \$268,622           |               |
| Visitor Ancillary Spending                           |                | \$8,587,599         |               |
| <b>Total Visitor Spending</b>                        |                | <b>\$14,140,969</b> |               |
| Resident Paid Transportation Spending                |                | \$113,531           |               |
| Resident Rental Car Spending                         |                | --                  |               |
| Resident Ancillary Spending                          |                | \$1,473,268         |               |
| <b>Total Resident Spending</b>                       |                | <b>\$1,586,809</b>  |               |
| <b>Total Attendee Spending</b>                       |                | <b>\$15,727,778</b> |               |
| <b>Visitor Spending Share</b>                        |                | <b>90%</b>          |               |
| <b>Resident Spending Share</b>                       |                | <b>10%</b>          |               |

\* Average total spending by all in visitor group.

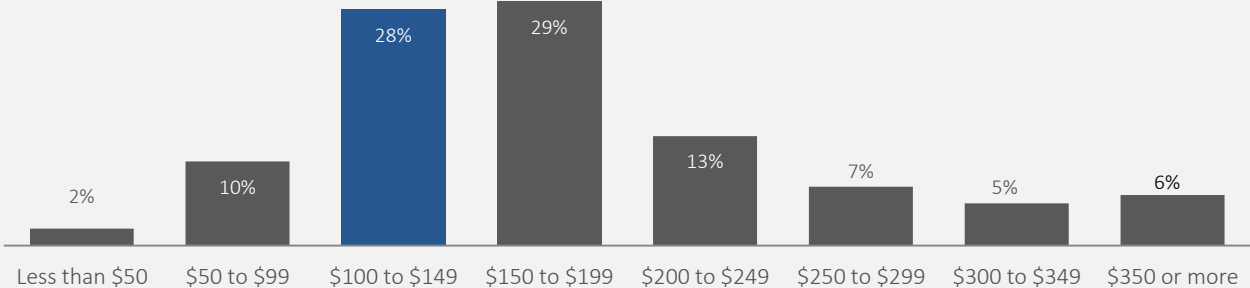
# Visitor Accommodations

**46%** of attendees stayed overnight in town before, during or after the event.



Visitors stayed for **1.6** nights, on average.

**76%** stayed in a hotel; **13%** stayed in a private residence. On average, visitors who paid for lodging spent **\$182** per night for their travel group’s lodging.



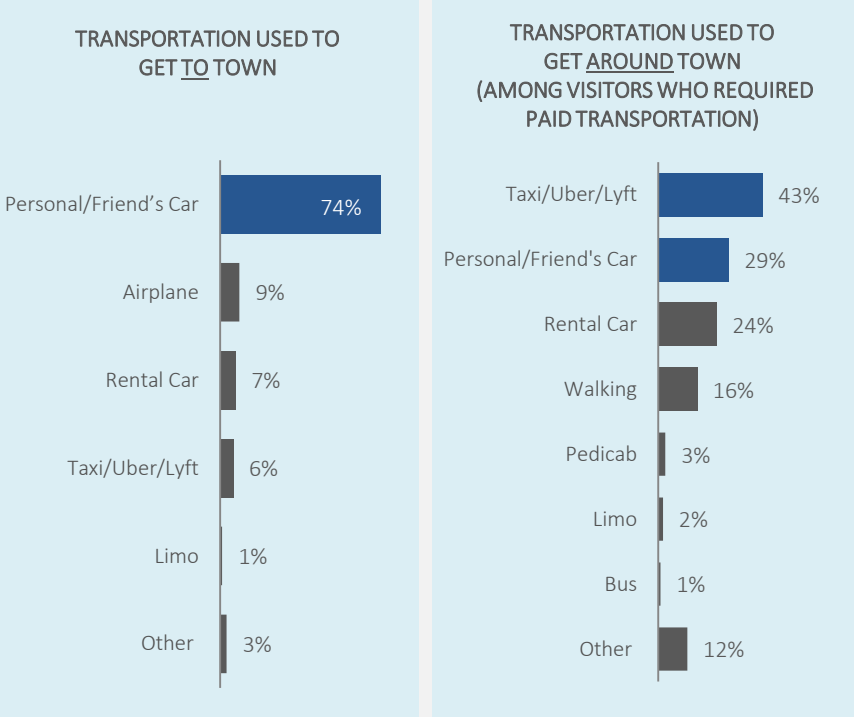
- Q. Did you stay overnight in Jacksonville before, during, or after the event?
- Q. How many nights did you stay on this trip?
- Q. What type of place did you stay in?
- Q. How much was your accommodation rate per night, including tax?

# Transportation



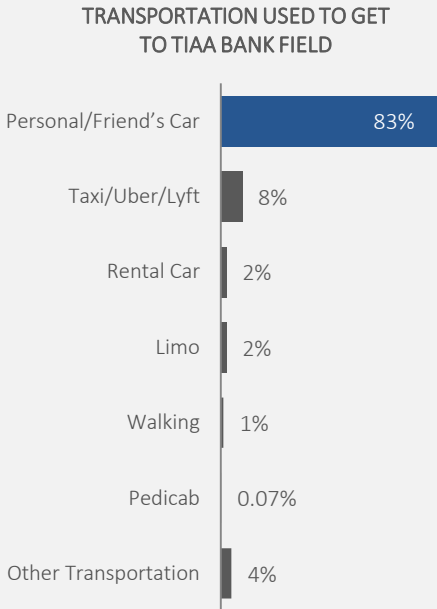
VISITORS

74% of visitors used a personal car to get to town. Of the visitors who required paid transportation to get around once in town, 43% used a Taxi/Uber/Lyft.



RESIDENTS

83% of residents took a personal or friend's car to the venue.



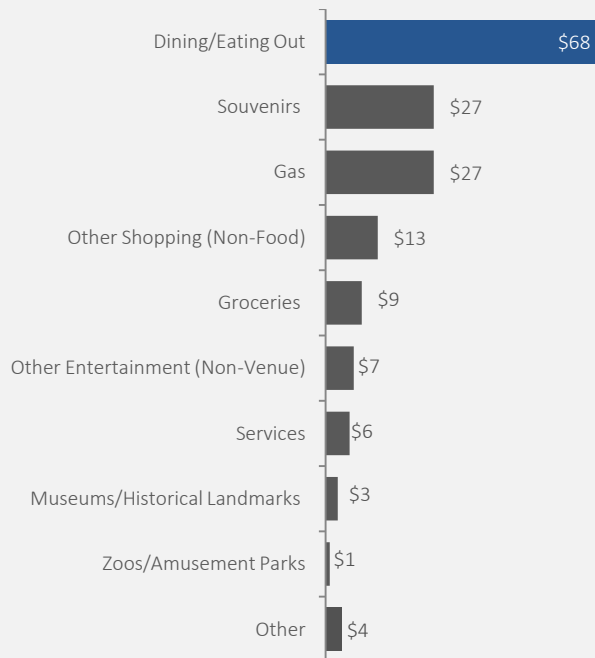
- Q. What type of transportation did you use to get to Jacksonville?
- Q. What type(s) of transportation did you use to get around Jacksonville? (Select all that apply)
- Q. What type of transportation did you use to get to the venue?

# Ancillary Spending

## VISITORS

Visitors spent an average of **\$164** on ancillaries per person per day during their stay.

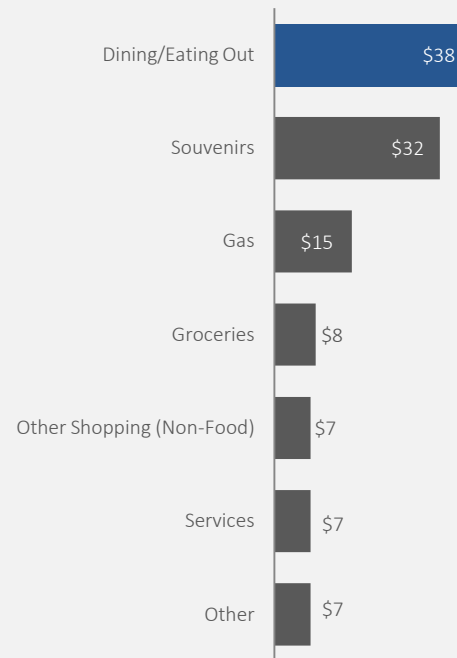
### AVERAGE SPENT PER VISITOR



## RESIDENTS

Residents (that spent on ancillaries outside the venue) spent an average of **\$114** on ancillaries per person.

### AVERAGE SPENT PER RESIDENT



# Demographics

On average, the survey respondents were **55** years old, Caucasian, and have **\$110K** in household income per year.

| Gender             |              |
|--------------------|--------------|
| <b>Base</b>        | <b>2,535</b> |
| Male               | 53%          |
| Female             | 47%          |
| Age                |              |
| <b>Base</b>        | <b>2,465</b> |
| Average (in years) | <b>55</b>    |
| 13-17              | <1%          |
| 18-24              | 1%           |
| 25-34              | 5%           |
| 35-44              | 11%          |
| 45-54              | 23%          |
| 55-64              | 42%          |
| 65+                | 18%          |

| Education              |               |
|------------------------|---------------|
| <b>Base</b>            | <b>2,511</b>  |
| HS or less             | 6%            |
| Trade/Technical school | 4%            |
| Some college           | 23%           |
| College degree         | 36%           |
| Post-Grad degree       | 31%           |
| Income                 |               |
| <b>Base</b>            | <b>2,010</b>  |
| Average                | <b>\$110K</b> |
| <\$30K                 | 3%            |
| \$30K-\$49K            | 7%            |
| \$50K-\$74K            | 14%           |
| \$75K-\$99K            | 15%           |
| \$100K-\$124K          | 15%           |
| \$125K-\$149K          | 11%           |
| \$150K+                | 35%           |
| Ethnicity              |               |
| <b>Base</b>            | <b>2,377</b>  |
| Caucasian              | 94%           |
| African-American       | 1%            |
| Hispanic               | 3%            |
| Asian                  | <1%           |
| Other                  | 2%            |