

VISIT ST. PETE/CLEARWATER

2021 CLEARWATER  
JAZZ HOLIDAY  
ECONOMIC IMPACT STUDY

REPORT OF FINDINGS

JANUARY 2022

Destination  Analysts

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# Research Overview

This report presents the findings of a study of the attendees and exhibitors/sponsors of the 2021 Clearwater Jazz Holiday conducted by Destination Analysts, Inc. on behalf of Visit St. Pete/Clearwater. The data presented here comes from an in-person intercept survey administered by Destination Analysts' research team to attendees at the 2021 Clearwater Jazz Holiday, as well as self-administered online surveys taken by the event organizer and exhibitors/sponsors.

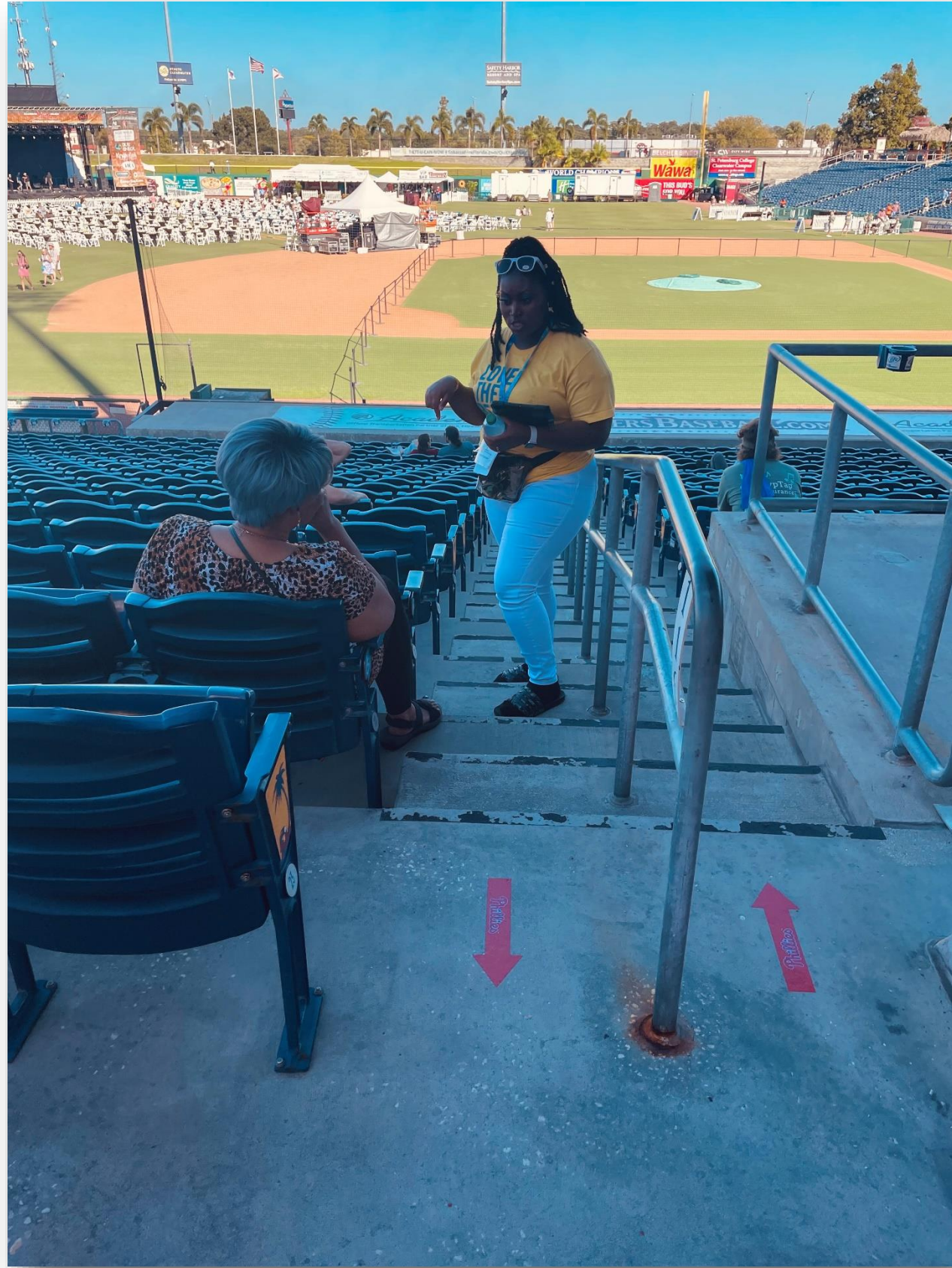
The overarching goal of this survey-based research was to estimate the economic impact of this event to the St. Pete/Clearwater area. In addition, this research study was intended to determine the following regarding attendees and exhibitors of the 2021 Clearwater Jazz Holiday:

- Incidence of St. Pete/Clearwater area visitors to local residents
- Place of stay
- Length of stay
- Spending in the St. Pete/Clearwater area



*Destination Analysts' research team surveying at the event*

# Methodology



*Destination Analysts' research team surveying at the event*

The research included three separate yet carefully integrated survey collection techniques. Destination Analysts, working closely with Visit St. Pete/Clearwater, prepared a base survey questionnaire for event attendees that was fielded by Destination Analysts research staff between October 14<sup>th</sup> – October 17<sup>th</sup>, 2021

To calculate the economic impact of this event to Pinellas County, additional information was collected through the following methods: (1) a self-administered online survey of Event Sponsors/Exhibitors and (2) a self-administered online Event Organizer Survey, all of which were completed after the event concluded.

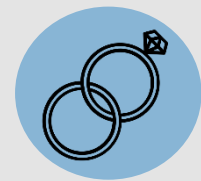
This report presents data collected from all three surveys. In total, 344 attendee intercept surveys were collected, as well as 1 Sponsor/Exhibitor Survey and 1 Event Organizer Survey.

# KEY FINDINGS: PROFILE OF ATTENDEES

## Demographics



Male – 42.9%  
Female – 56.8%  
Other – 0.3%



### Ethnicity

- Caucasian – 63.3%
- Black/African American – 28.0%
- Latino/Hispanic – 4.7%
- Asian/Pacific Islander – 0.3%
- American Indian/Alaska Native – 0%
- Other – 2.0%



Mean age – 55.5



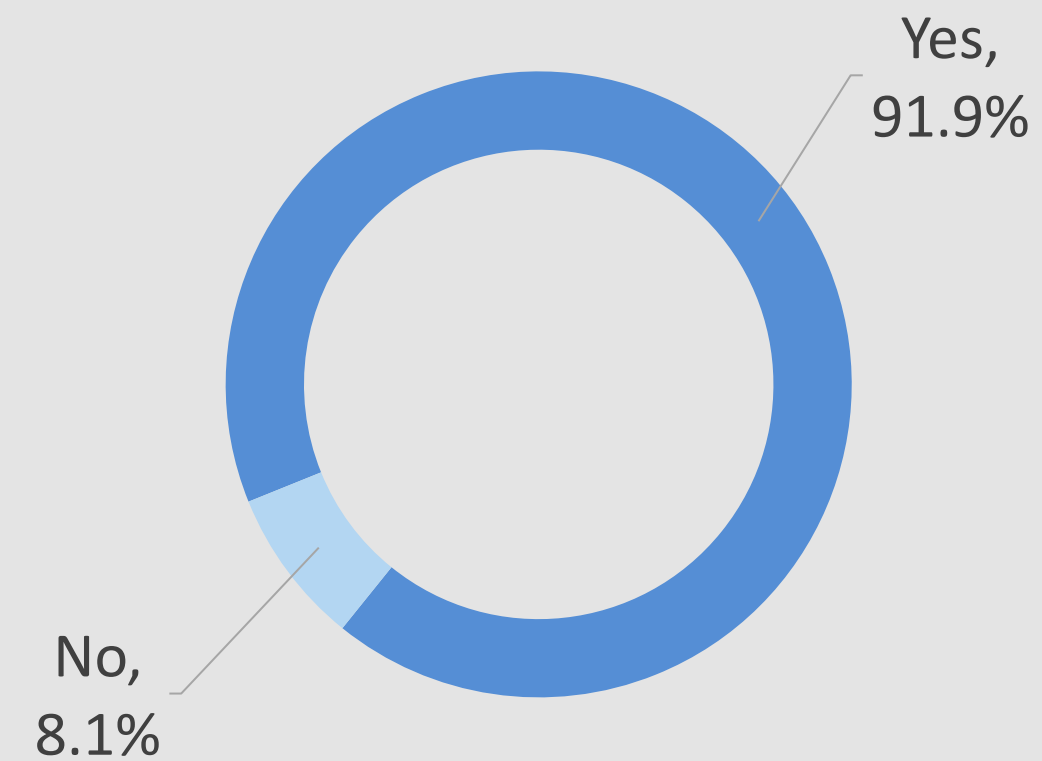
Mean household income – \$59,546



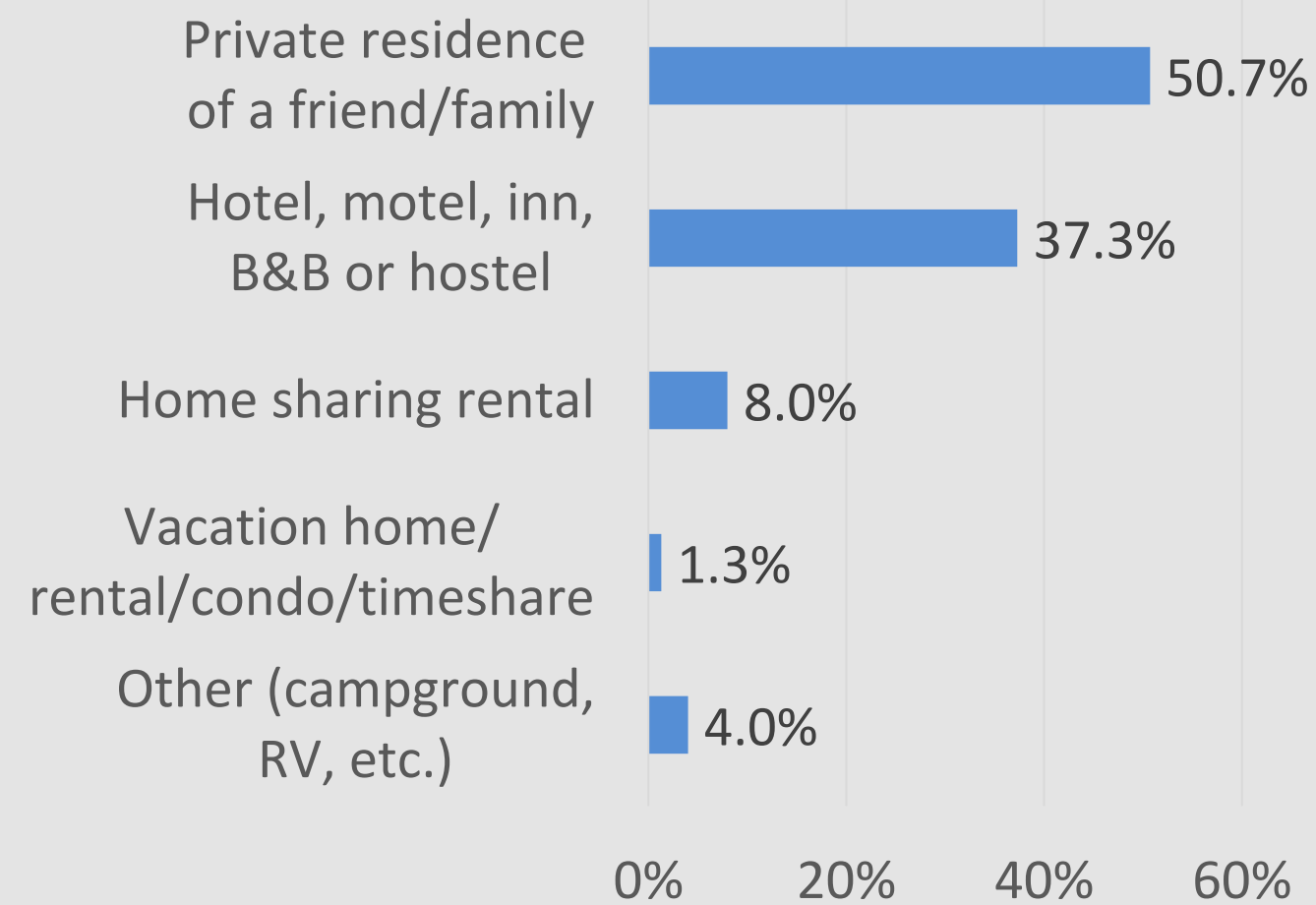
### Point of Origin: Top States

- Florida – 83.0%
- Georgia – 2.3%
- New York – 1.3%
- Pennsylvania – 1.0%
- New Jersey – 1.0%

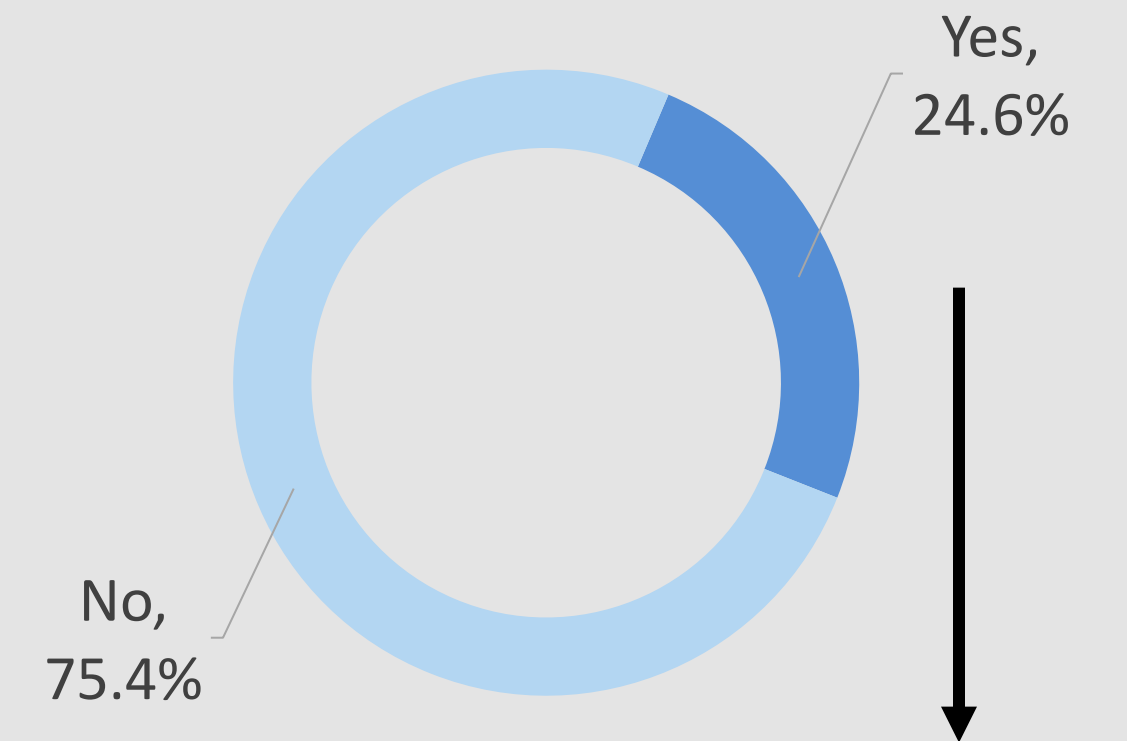
## Event as Primary Reason for Trip



## Place of Stay in Pinellas County



## Stayed Overnight in Pinellas County



On average these attendees spent 3.7 nights in Pinellas County

## Visiting Attendee In-Market Spending

Mean spending per day: **\$102.97**

# of people covered by spending: 1.7

Mean spending per person: **\$60.84**



EVENT  
ECONOMIC IMPACT  
ANALYSIS

# Visitor Industry Economic Impact Calculation

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This report presents the top-line survey data collected from this survey. The economic impact estimates provided in this report are based on an event attendance estimate provided by the event organizer of 12,840.

The economic impact model used for this study is based on an industry-standard modeling approach for estimating direct visitor spending in the destination. This is defined as all spending by visitors to Pinellas County for the event, plus related spending in the county by exhibitors and the event organizer.

## IMPORTANT NOTE:

Attendee spending is defined as spending in Pinellas County by 2021 Clearwater Jazz Holiday attendees ***who reside outside Pinellas County***. Visiting event attendees include travelers from outside Pinellas County visiting specifically to attend the 2021 Clearwater Jazz Holiday. Spending by Pinellas County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending into the local economy.

Attendance and sponsor/exhibitor information were provided by the event organizer. Estimates of spending taken directly from the intercept survey data collected for this study were applied to the attendance and exhibitor counts (also provided by the event organizer). Additionally, spending data was provided by exhibitors and the event organizer in the post event surveys; Clearwater Jazz Holiday Sponsor Survey and the Event Organizer Survey. Industry standard IMPLAN multipliers were then used to derive the overall economic impact of tourism to the local economy. The model also estimates additional metrics related to the visitor industry's economic impact to Pinellas County. These are tax revenues generated for the county, as well as jobs supported by the industry.

# Economic Impact: Definitions

The following key definitions related to economic impact are used in this report.

- **Total Direct Spending:** The injection of money into the local economy that takes place when an attendee, exhibitor or event organizer purchases any good or service inside Pinellas County.
- **Total Economic Impact:** The total change in economic activity in Pinellas County generated by direct spending. This includes direct event-related spending as well as its induced and indirect effects in the county.
- **Tax revenues generated:** Tax revenues flowing to government coffers as a result of direct visitor spending.
- **Jobs supported:** The number of jobs supported by direct visitor spending in Pinellas County. These jobs may or may not be physically located in the destination and may not be traditionally identified as tourist jobs. For example, restaurant spending supports many types of jobs such as delivery persons and linen cleaners. Although these jobs may not necessarily be considered tourism jobs, the industry nevertheless supports them.





# Economic Impact Analysis: Summary of Key Findings

Below are key statistics derived from this research.

These economic impact estimates are based on the 2021 Clearwater Jazz Holiday:

**\$3.1  
Million**

In Direct Spending  
Generated by  
the Event

**\$5.1  
Million**

In **TOTAL** Economic Impact  
(Using the IMPLAN  
Model)

**\$212  
Thousand**

In Taxes Generated  
(Including occupancy tax, property  
taxes paid by the lodging industry  
and retail sales taxes)

**59**

Jobs Supported  
(Through Visitor  
Spending)

# Economic Impact Analysis

- Direct attendee spending in Pinellas County generated by the 2021 Clearwater Jazz Holiday:** Of the 12,237 unique event attendees, 7,370 were incremental visitors who live outside Pinellas County and specifically visited the St. Pete/ Clearwater area to attend the event. Any spending within the county by these incremental visitors can be counted in the event’s economic impact. The average incremental visitor spent \$60.84 in Pinellas County during their trip in which they attended the 2021 Clearwater Jazz Holiday. Thus, this event is estimated to have generated \$2,621,086 new visitor spending in the St. Pete/Clearwater area.
- Sponsor-related attendee spending in Pinellas County generated by the event:** The 2021 Clearwater Jazz Holiday also generated spending in Pinellas County by event sponsors, vendors and exhibitors. It is estimated that event sponsors spent \$158,082 in Pinellas County for the event.
- Total estimated economic impact:** The in-market spending by incremental visiting attendees, event organizer and sponsors is estimated at \$3,127,568. When indirect and induced effects of this spending are estimated using an IMPLAN model, the total economic impact of the 2021 Clearwater Jazz Holiday reaches nearly \$5.1 million.
- Total estimated tax revenues generated:** The in-market spending by incremental visiting attendees and event sponsors also generates tax revenues for the destination. Given the county’s transient occupancy tax, sales tax and property taxes, it is estimated that the 2021 Clearwater Jazz Holiday generated \$211,847 in tax revenues for the St. Pete/Clearwater area.
- Incremental hotel room nights generated by the event:** Given the number of incremental visiting attendees and event sponsors who stayed overnight in a Pinellas County hotel, 668 incremental room nights were generated.

Jobs Supported	59
Taxes Generated for Pinellas County	\$211,847
Total Event Hotel Room Nights Generated	1,578
Total Event Vacation Rental/Home Share Rental Nights	668
<b>ECONOMIC IMPACT</b>	
Total Direct Spending Generated by the Event (by the Event Organizer, Sponsors and Incremental Attendees)	\$3,127,568
*Indirect Effect	\$904,159
*Inducted Effect	\$1,067,368
<b>Total Economic Impact</b>	<b>\$5,099,095</b>

*\*Note: Indirect effects are changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (e.g., impacts from non-wage expenditures). Induced effects reflect changes in local spending that result from income changes in the directly and indirectly affected industry sectors (e.g., impacts from wage expenditures; the subsequent round of spending in the local economy made by the households of the employees of companies that incur both direct and indirect expenditures).*



# DETAILED FINDINGS

# ABOUT THIS SECTION

**In the remainder of this report, data from the survey findings is presented as follows:**

- Data tables showing results segmented by the following groups:
  1. Total Aggregate—All event attendees
  2. Visiting Attendees—Event attendees who DO NOT reside in Pinellas County
  3. Residents—Attendees who reside within Pinellas County

# WEATHER CONDITIONS

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**Figure 1: Clearwater Weather Conditions**

	Thu 10/14/21	Fri 10/15/21	Sat 10/16/21	Sun 10/17/21
Skies	Sunny	Sunny	Sunny	Sunny
Wind (MPH)	4 - 5	3 - 5	2 - 6	4 - 9
Temperature (Fahrenheit)	High: 88° Low: 77°	High: 87° Low: 77°	High: 86° Low: 75°	High: 83° Low: 70°

## ATTENDED EVENT PREVIOUSLY

**Figure 2: Attended Event Previously**

	Total	Visitors	Residents
Yes	66.9%	65.7%	75.6%
No	33.1%	24.4%	34.3%
Base	344	303	41

Question: Have you ever attended this event before? Base: All respondents. 344 responses.

## EVENT WAS PRIMARY REASON FOR TRIP

**Figure 3: Event was Primary Reason for Trip**

	Visitors
Yes	91.9%
No	8.1%
Base	296

Question: Was this event the primary reason for your trip to the St. Pete/Clearwater area? Base: Respondents who do not live in Pinellas County. 296 responses.

## NUMBER OF DAYS ATTENDED

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**Figure 4: Number of Days Attended**

	Total	Visitors	Residents
4	9.6%	0.6%	4.3%
3	4.4%	2.6%	5.0%
2	19.2%	13.2%	36.6%
1	66.9%	83.5%	54.0%
Mean	1.6	1.5	1.8
Base	344	303	41

Question: How many total days will you be attending this event?

Base: All respondents. 344 responses.

**Figure 5: Overnight Stay in Pinellas County**

	Visitors
Yes	24.6%
No	75.4%
Base	301

Question: Are you staying overnight in Pinellas County on this trip?  
 Base: Respondents who do not live in Pinellas County. 301 responses.

**Figure 6: Days & Nights Spent in Pinellas County**

	Visitors
Days	4.5
Nights	4.1
Base	74

Question: How many total days and nights are you staying in Pinellas County for this trip? Base: Non-local attendees who stayed overnight in Pinellas County. 74 responses.



## PLACE OF STAY IN PINELLAS COUNTY

## HOTEL IN PINELLAS COUNTY

**Figure 7: Place of Stay in Pinellas County**

	Visitors
Private residence of a friend/family member	50.7%
Hotel, motel, inn, B&B or hostel	37.3%
Home sharing rental	8.0%
Vacation home/rental/condo/timeshare	1.3%
Other (campground, RV, etc.)	4.0%
Base	75

Question: What type of lodging are you staying in? Base: Non-local attendees that stayed overnight in Pinellas County. 75 responses.

**Figure 8: Hotel in Pinellas County**

	Visitors
Holiday Inn & Suites Clearwater Beach	17.9%
Hilton Clearwater Beach Resort	7.1%
Hilton St. Petersburg Bayfront	3.6%
Wyndham Grand Clearwater Beach	3.6%
Other	60.7%
Base	28

Question: In which hotel did you stay? Base: Non-local attendees that stayed overnight in Pinellas County. 28 responses.

# NUMBER OF PEOPLE IN ACCOMMODATIONS

**Figure 9: Number of People in Accommodations**

	Hotel, motel, inn, B&B or hostel	Home sharing rental	Vacation Rental
5 or more	0.0%	0.0%	0.0%
4	3.7%	20.0%	0.0%
3	7.4%	20.0%	0.0
2	81.5%	60.0%	100%
1	7.4%	0.0%	0.0
Mean	2.1	2.6	2.0
Base	27	5	1

Question: How many people are staying in your lodging, including yourself?

Base: Non-local attendees that stayed overnight in paid accommodations. 33 responses.

**Figure 10: Pinellas County Resident Spending**

	Residents
Restaurants & Dining / Food & Beverage	\$52.88
Gas, Parking & Local Transport	\$13.83
Retail Store Purchases	\$5.85
Entertainment, Sightseeing	\$3.90
Car Rental (in Pinellas)	\$0.49
Lodging (before tax)	\$0.00
Other	\$0.49
Mean Spend per Travel Party	\$77.44
# of People Covered by Spending	2.0
Mean Spend per Person	\$38.25
Base	41

Question: Thinking about your spending associated with attending this event, please estimate the amount you will spend PER DAY for each of the following categories. Base: Pinellas County Residents. 41 responses.

**Figure 11: Visiting Attendee In-Market Spending**

	Visitors
Restaurants & Dining / Food & Beverage	\$55.26
Lodging (before tax)	\$17.79
Gas, Parking & Local Transport	\$15.14
Retail Store Purchases	\$11.72
Entertainment, Sightseeing & Recreational Activities	\$2.87
Car Rental (rented in Pinellas)	\$0.01
Other	\$0.19
Mean Spend per Travel Party	\$102.97
# of People Covered by Spending	1.7
Mean Spend per Person	\$60.84
Base	303

Question: Thinking about your spending during your overall visit to the St. Pete/Clearwater area to attend this event, please estimate the amount you will spend PER DAY for each of the following categories. Please only include spending within Pinellas County. Base: Respondents who do not live in Pinellas County. 303 responses.

**Figure 12: Respondent Point of Origin**

USA (outside Pinellas County)	Outside the USA	Pinellas County Residents
87.2%	0.9%	11.9%

Question: Where is your primary residence? Base: All respondents. 344 responses.

**Figure 13: Point of Origin of Non-Residents**

	Visitors
Florida	83.0%
Georgia	2.3%
New York	1.3%
Pennsylvania	1.0%
New Jersey	1.0%
Base	300

Question: What is your zip code? Base: Domestic respondents who do not live in Pinellas County. 300 responses.

# DEMOGRAPHICS

A person wearing a white long-sleeved shirt and a light-colored straw hat is seen from behind, sitting on a dark wicker lounge chair with orange cushions. They are looking towards an outdoor event space. In the background, there is a stage with a large LED screen displaying a pink and purple abstract image. Above the stage is a complex lighting rig with many spotlights, some of which are illuminated with a warm orange glow. To the right, a person in a dark jacket with 'STAGE CREW' written on the back is visible. The overall scene is set outdoors during the day, with a bright, slightly hazy sky.

# GENDER

**Figure 14: Gender**

	Total	Visitors	Residents
<b>Male</b>	42.9%	42.5%	46.3%
<b>Female</b>	56.8%	57.2%	53.7%
<b>Other</b>	0.3%	0.3%	0.0%
<b>Base</b>	340	299	41

Question: What is your gender? Base: All respondents. 340 responses.

# ETHNICITY

**Figure 15: Ethnicity**

	Total	Visitors	Residents
<b>Caucasian</b>	63.3%	61.3%	78.0%
<b>Black / African-American</b>	28.0%	30.1%	12.2%
<b>Latino / Hispanic</b>	4.7%	5.0%	2.4%
<b>Asian / Pacific Islander</b>	0.3%	0.0%	0.3%
<b>American Indian / Alaska Native</b>	0.0%	0.0%	0.0%
<b>Other</b>	2.0%	1.7%	4.9%
<b>Base</b>	343	302	41

Question: Which best describes your ethnicity? (Select one) Base: All respondents. 343 responses.

## HOUSEHOLD INCOME

Figure 16 : Household Income

	Total	Visitors	Residents
Less than \$30,000	5.7%	5.1%	10.0%
\$30,000 - \$49,999	10.4%	10.5%	10.0%
\$50,000 - \$74,999	20.5%	20.9%	17.5%
\$75,000 - \$99,999	13.4%	13.9%	10.0%
\$100,000 - \$124,999	7.1%	7.8%	2.5%
\$125,000 - \$149,999	3.3%	2.7%	7.5%
\$150,000 - \$199,999	4.2%	4.4%	2.5%
\$200,000 - \$249,999	1.5%	1.7%	0.0%
\$250,000 or more	2.4%	2.4%	2.5%
Prefer not to answer	31.5%	30.7%	37.5%
<b>Mean</b>	<b>\$59,546</b>	<b>\$60,777</b>	<b>\$50,437</b>
<b>Base</b>	<b>336</b>	<b>296</b>	<b>40</b>

Question: Which best describes your annual household income? (Select one)  
Base: All respondents. 336 responses.

## AGE

Figure 17: Age

	Total	Visitors	Residents
<b>Under 24</b>	2.0%	2.0%	2.4%
<b>25 - 34</b>	11.4%	12.9%	0.0%
<b>35 - 54</b>	21.9%	22.5%	17.1%
<b>55 - 64</b>	32.4%	31.1%	41.5%
<b>65 - 74</b>	25.4%	24.2%	34.1%
<b>75 or older</b>	6.7%	7.0%	4.9%
<b>Prefer not to answer</b>	0.3%	0.3%	0.0%
<b>Mean</b>	<b>35.9</b>	<b>35.6</b>	<b>36.5</b>
<b>Base</b>	<b>343</b>	<b>302</b>	<b>41</b>

Question: Which best describes your age? (Select one) Base: All respondents.  
343 responses.