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CITY OF GOLDSBORO - WAYNE COUNTY, NC

2020 ECONOMIC IMPACT REPORT

ANALYSIS OF VISITOR SPENDING RELATED TO SPORTING EVENTS AT THE BRYAN MULTI-SPORTS COMPLEX

OVERVIEW

This report is prepared by Visit Goldsboro, the department of travel and tourism for the City of Goldsboro & Wayne County.

The mission of the department is to brand, market, and sell the area to nonresidents as a preferred leisure, convention, and business destination to generate positive economic growth. From sporting events and group travel to supporting the arts and agricultural heritage, the department works closely with numerous public and private organizations and implements destination marketing strategies to drive visitor demand for local lodging facilities. Furthermore, the department strives to enhance the quality of life and image of the community making Goldsboro Wayne County a great place to visit and to live.

The purpose of this annual report is to determine and track how the Bryan Multi-Sports Complex contributes to the Wayne County economy by generating new revenue from visitor expenditures during their visit to the complex in 2020. Due to the pandemic, sporting events and sports related travel came to a halt in March of 2020. Sporting events slowly began coming back online by October of 2020. While this report documents the economic impact of the Bryan Multi-Sports Complex, the report will also show how the virus significantly affected the complex's performance in 2020 and will serve as a benchmark for Wayne County's recovering visitor economy. **The report is based on the following data:**



01

Bryan Multi-Sports Complex's internal reports for events taking place between January 1 – December 31, 2020

02

Collaboration with local hotels to document actualized room nights based on sporting events at the complex

03

Goldsboro-Wayne County travel and tourism market research

04

Visit NC's Visitor Profile Study and Sports ETA's Sports Tourism Industry Report

EXECUTIVE SUMMARY

Total event days in 2020	145
Estimated total of patrons visiting the complex	55,299
Events generating room nights	13
Nonlocal patrons	13,016
Average travel party size	3.2
Out of town travel parties (1,226 overnight + 2,659 day trip)	3,885
Number of overnight visitors	3,432
Average pick up rate of overnight stays per event	5.5%
Number of nights spent in hotel per visit	2.5
Hotel room nights generated in 2020	1,134
Average Daily Rate for top hotels in Wayne County for 2020	\$97.5
Hotel revenue generated from BMSC events	\$123,958
Average spend of overnight travel parties	\$781
Average spend of day trip travel parties	\$217
Economic Impacts	
Direct visitor spending in Wayne County related to events at Bryan Multi-Sports Complex	\$1,534,509
Est. sales tax revenue generation	\$103,579
Est. occupancy tax revenue generation	\$7,437

IMPACTS OF PANDEMIC



	2019	2020	% CHANGE
Total event days	236	145	-50%
Estimated total of patrons visiting the complex	71,482	55,299	-23%
Events generating room nights	21	13	-38%
Nonlocal patrons	25,504	13,016	-49%
Average travel party size	3.5	3.2	-
Out of town travel parties	7,287	3,885	-47%
Number of overnight visitors	4,846	3,432	-29%
Average pick up rate of overnight stays per event	19%	5.5%	-
Number of nights spent in hotel per visit	2	2.5	-
Hotel room nights generated	2,770	1,134	-59%
Average Daily Rate for top hotels in Wayne County	\$102	\$97.5	-4.4%
Hotel revenue generated from BMSC events	\$282,540	\$123,958	-56%
Average spend of overnight travel parties	\$634	\$781	-
Average spend of day trip travel parties	\$201	\$217	-
Economic Impacts			
Direct visitor spending in Wayne County related to events at Bryan Multi-Sports Complex	\$4,006,124	\$1,534,509	-62%
Est. sales tax revenue generation	\$270,413	\$103,579	-62%
Est. hotel occupancy tax revenue generation	\$16,952	\$7,437	-56%



APPROACH

The Bryan Multi-Sports Complex officially opened to the public on April 23, 2018 with the intent of growing the local tourism economy and enhancing the quality of life throughout the region. The following narrative explains Visit Goldsboro's approach to measuring how the Bryan Multi-Sports Complex contributed to the Wayne County economy in 2020, , as well as documents the impact of the pandemic on its operations.

The Bryan Multi-Sports Complex provided an internal report to the Visit Goldsboro office listing events, dates, number of teams, and patron attendance estimates within the time frame of January 1 – December 31, 2020. The Visit Goldsboro office cross referenced the list with area hotels to gauge room night generation. Out of the recorded 145 event days at the facility, 13 events generated room nights in area hotels. Furthermore, using hotel market research available to the Visit Goldsboro office by both third party reports and first-hand knowledge, the office was able to deduce an average hotel pick up rate of 5.5%. Meaning, 5.5% of the nonlocal travel parties visiting the sports complex for one or more of those 13 sporting events at the Bryan Multi-Sports Complex spent the night in area hotels. Because the Visit Goldsboro office conducted a specific economic impact report for the Raleigh LaxFest in November 2020 and due to the large-scale impact of that event, the LaxFest event data was removed from the master list during the initial estimations. The initial attempt to keep LaxFest event data points on the master list was causing inflation to the estimated impact of the other events. Once the other events' impact was determined, the LaxFest key performance indicators were added back into the final summary of economic impacts figures.

Once the pick up rate was determined, the Visit Goldsboro staff was able to calculate the estimated hotel night stays generated by events at the complex. Based on that figure, hotel and occupancy tax revenues were calculated. By sourcing data from the Visit NC's Visitor Profile Study and the Sports ETA Economic Impact Study for Sports Tourism, Visit Goldsboro then determined average travel party size and visitor expenditures specific to our region and sports travel. The visitor profile data combined with the Visit Goldsboro's analysis of internal reports led to determining the estimated economic impact related to events and activities taking place at the Bryan Multi-Sports Complex in 2020.