

WELCOME TO



*Palm Coast*  
AND THE  
**FLAGLER BEACHES**

Beverly Beach • Bunnell • Flagler Beach  
The Hammock • Marineland



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# SPORTS TOURISM

## Sports Events and Tourism A State of the Industry Report 2017



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# KEY FINDINGS: VISITOR SPENDING



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# ANNUAL VISITOR SPENDING

2012: \$8.3 Billion  
2013: \$8.7 Billion  
2014: \$8.96 Billion  
2015: \$9.45 Billion  
2016: \$10.47 Billion  
2017: \$11.4 Billion

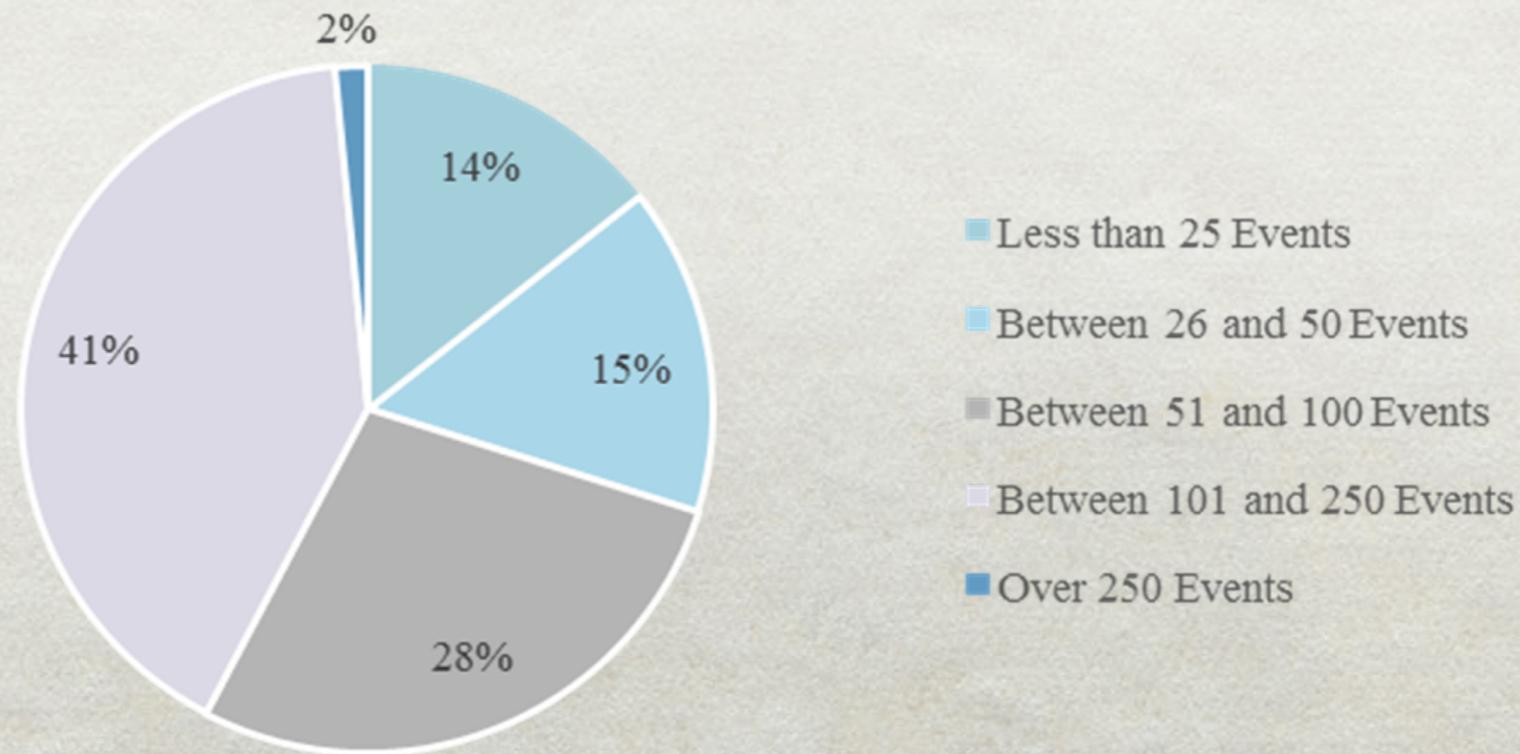


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# EVENTS HOSTED

Events Hosted

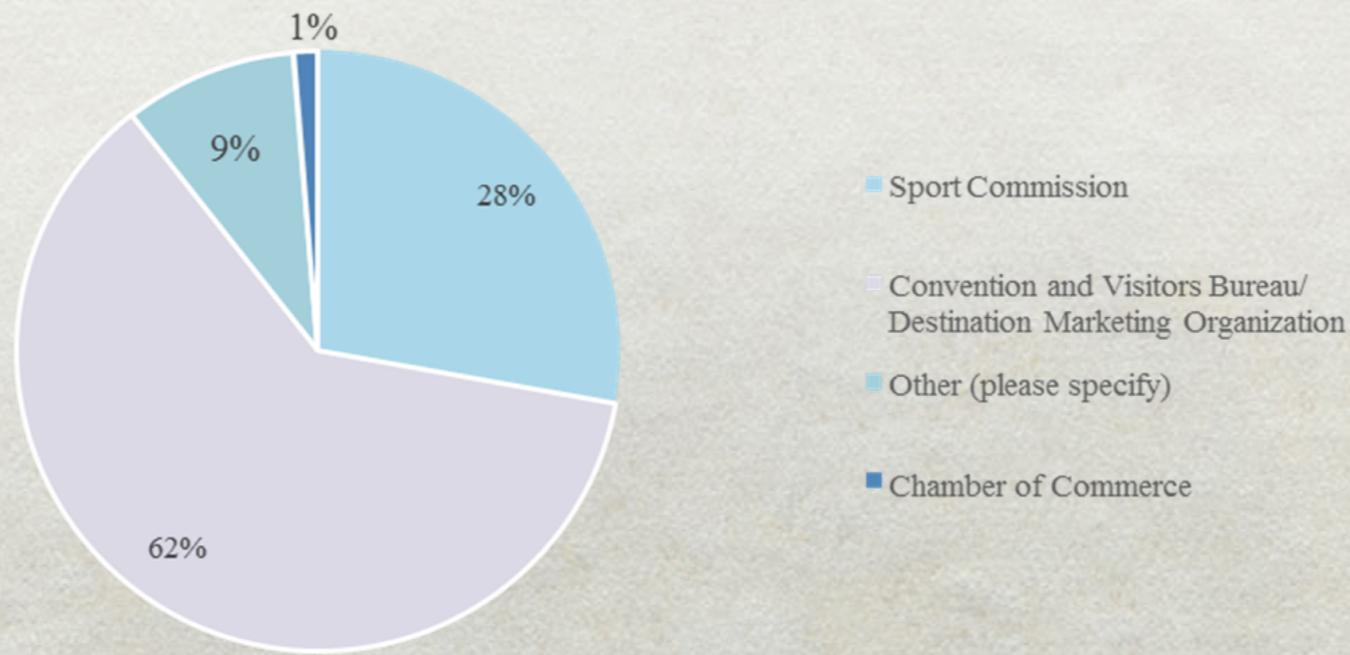


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# ORGANIZATIONAL STRUCTURE

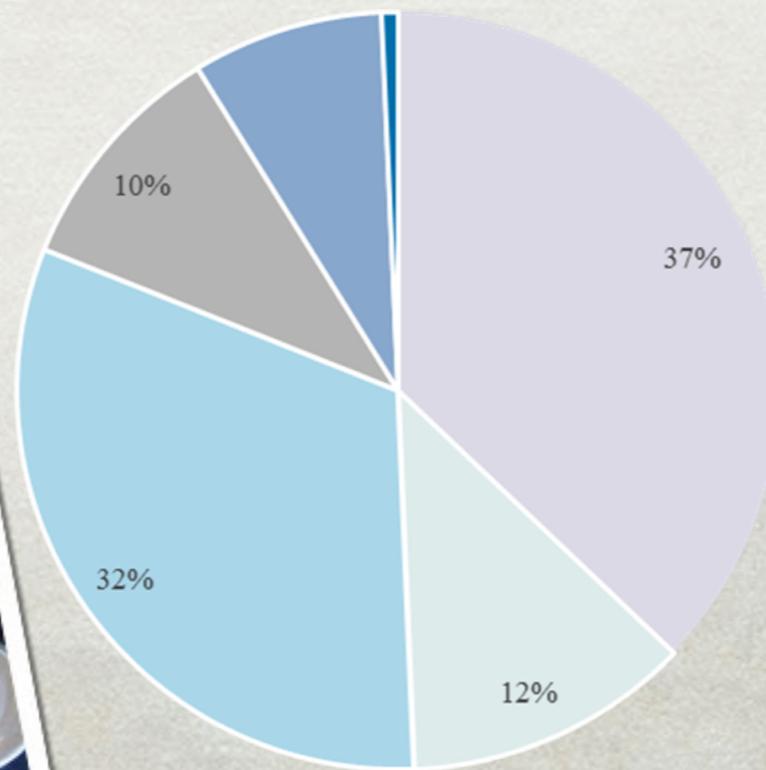


Organizational Breakdown



# REGIONAL BREAKDOWN

## Regional Breakdown



- Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
- Northwest (AK, CO, Northern CA, HI, ID, MT, NV, OR, UT, WA, WY)
- Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
- Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)
- Southwest (AZ, Southern CA, NM, OK, TX)
- Other (Canada, Puerto Rico)

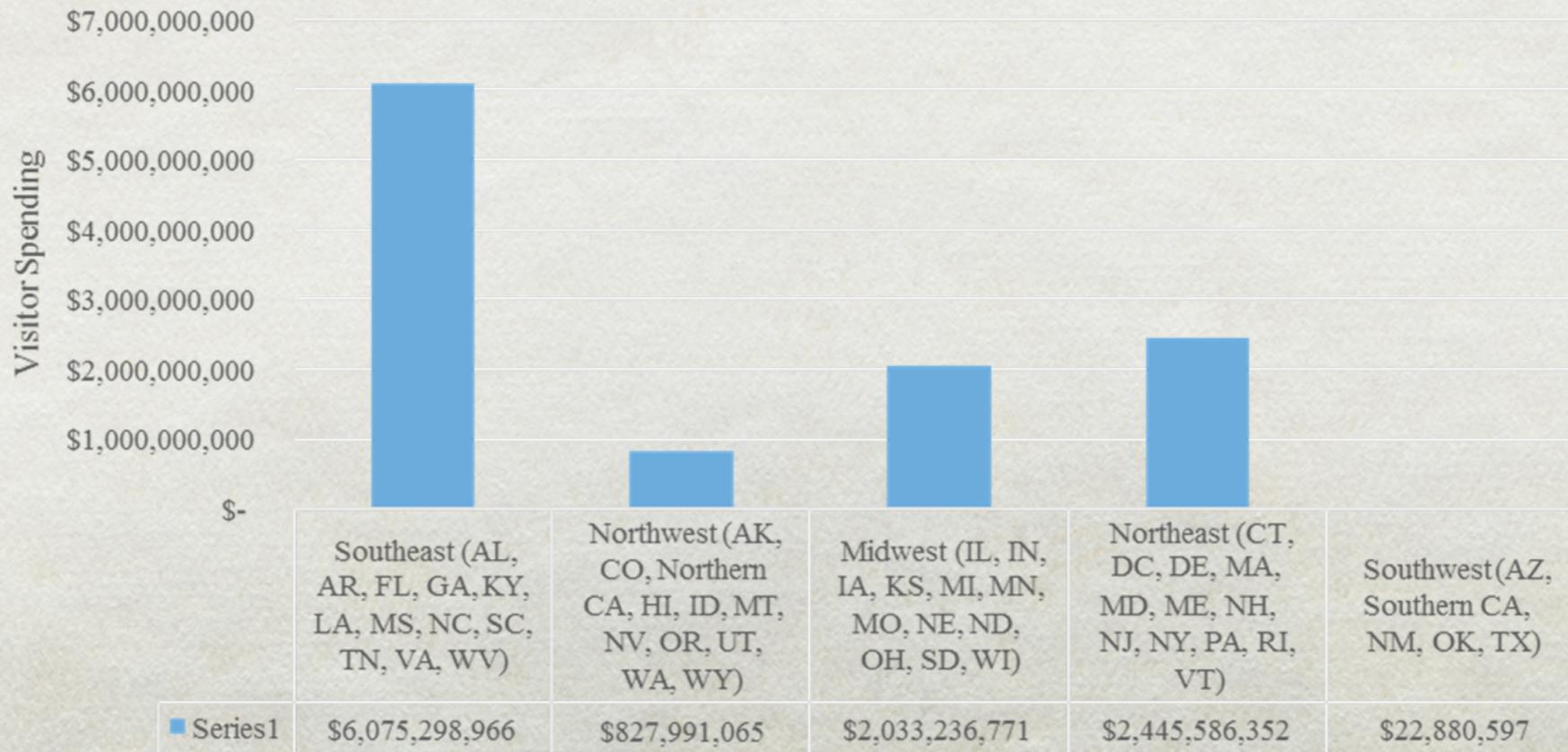


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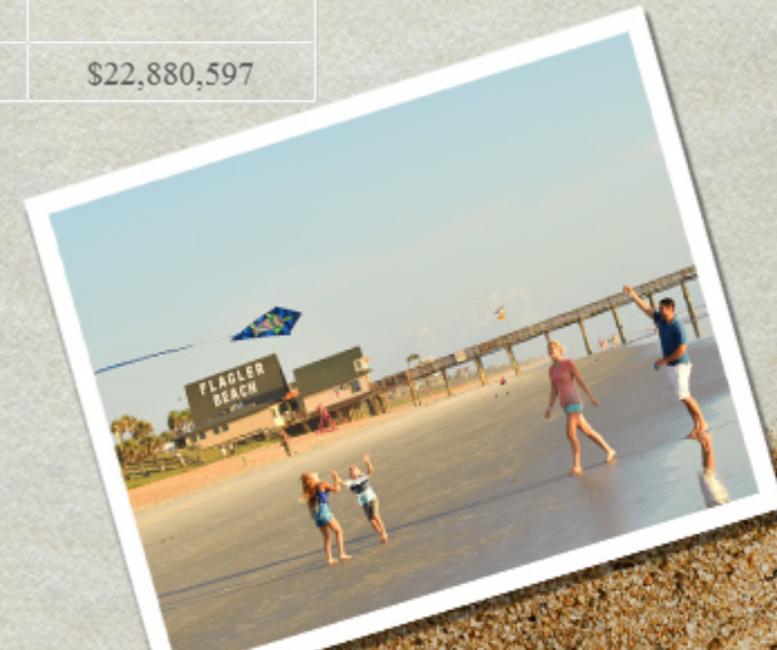
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# REGIONAL SPENDING

Regional Visitor Spending 2017

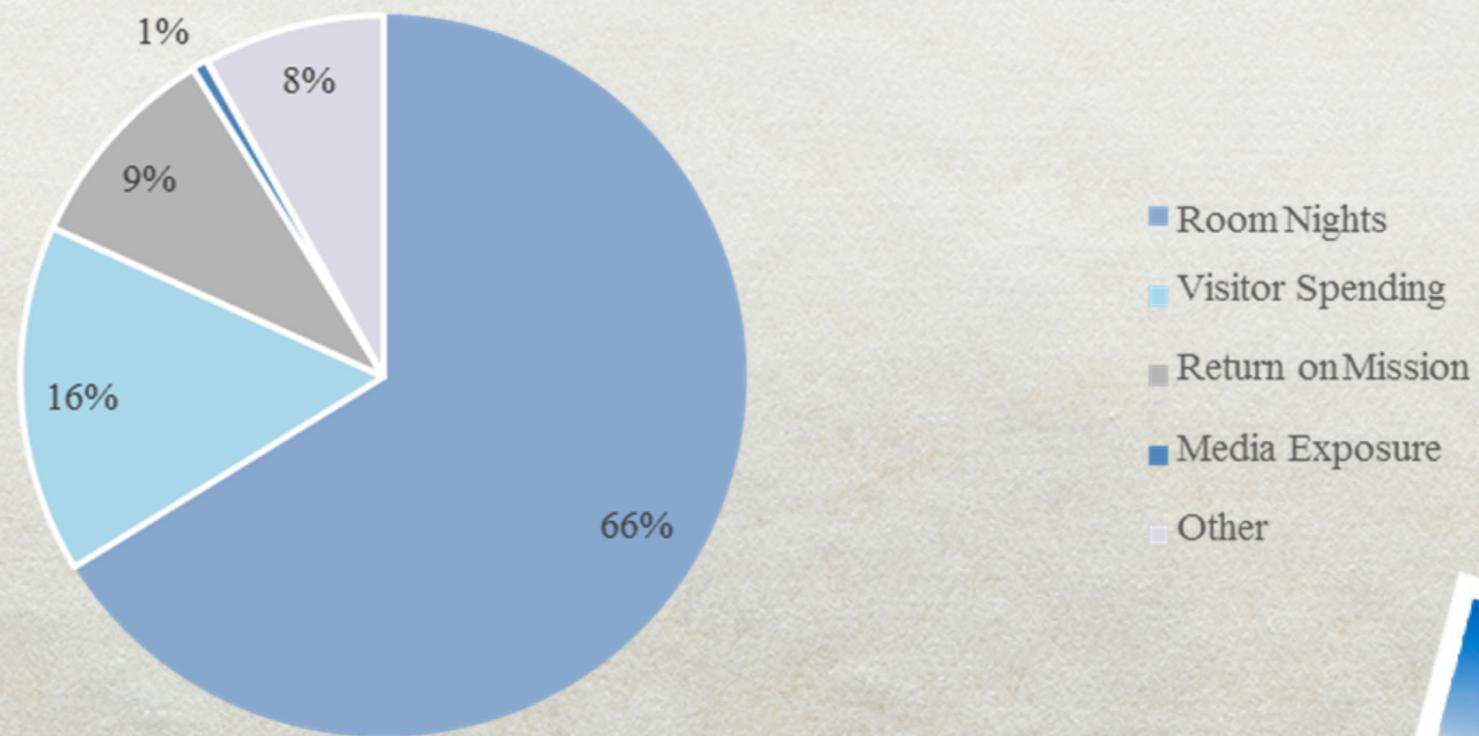


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# ORGANIZATIONAL BENCHMARKS

Measure of Success

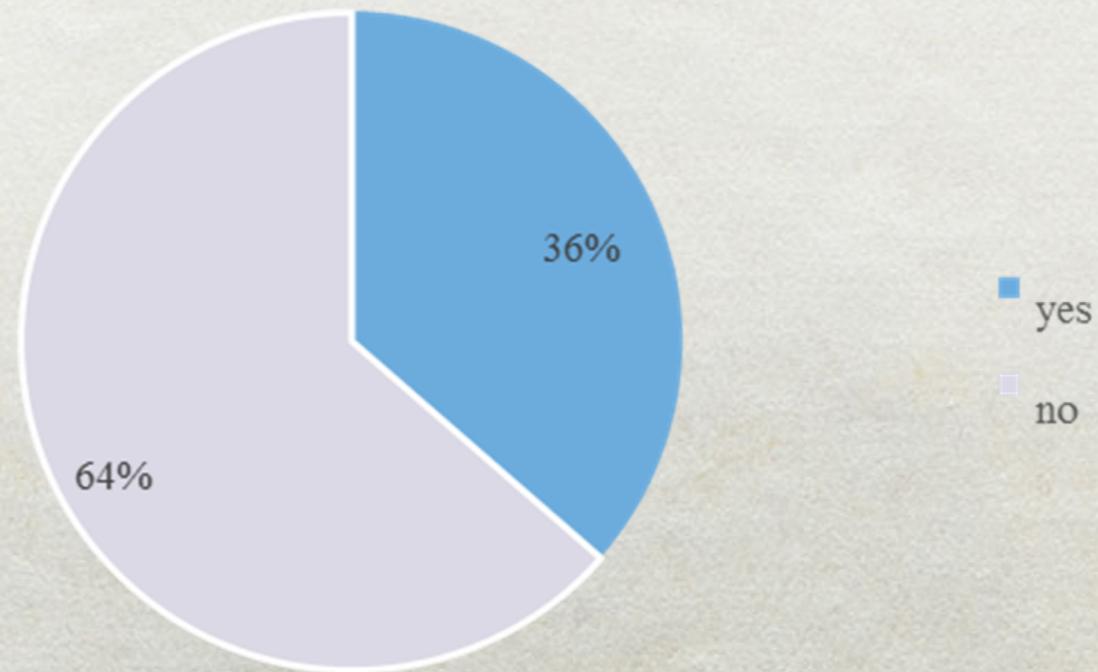


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# OWNED EVENTS

Organization Owned Events



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THANK YOU!



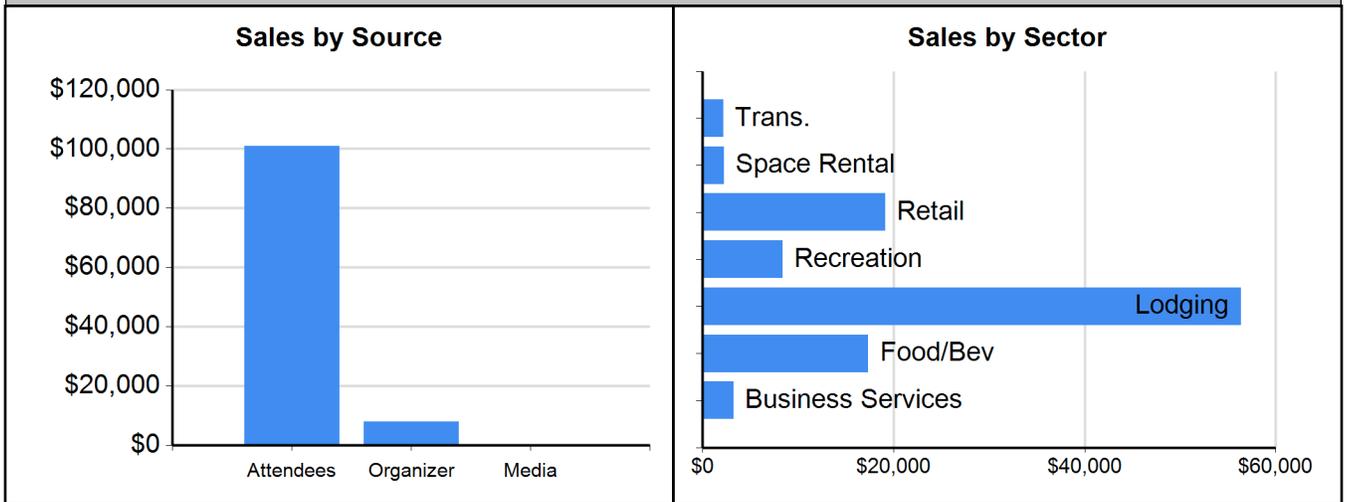
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# Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Xtreme Triathlon	Business Sales (Direct):	\$108,895
Organization:	Sommer Sports	Business Sales (Total):	\$142,607
Event Type:	Adult Amateur	Jobs Supported (Direct):	54
Start Date:	11/17/2018	Jobs Supported (Total):	60
End Date:	11/19/2018	Local Taxes (Total):	\$5,188
Overnight Attendees:	175	Net Direct Tax ROI:	\$3,792
Day Attendees:	0	Estimated Room Demand:	283

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$56,360	\$0	\$0	\$56,360
Transportation	\$2,039	\$128	\$9	\$2,176
Food & Beverage	\$15,071	\$2,231	\$0	\$17,302
Retail	\$19,159	\$0	\$0	\$19,159
Recreation	\$8,390	\$0	\$0	\$8,390
Space Rental	\$0	\$2,250	\$0	\$2,250
Business Services	\$0	\$3,253	\$5	\$3,258
TOTAL	\$101,019	\$7,862	\$14	\$108,895

## Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Florida Xtreme Triathlon 2018

Organization: Sommer Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$108,895	\$33,713	\$142,607
<b>Personal Income</b>	\$30,567	\$8,902	\$39,469
<b>Jobs Supported</b>			
Persons	54	6	60
Annual FTEs	1	0	1
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$9,180</u>	<u>\$2,778</u>	<u>\$11,958</u>
<u>State Total</u>	<u>\$7,652</u>	<u>\$1,072</u>	<u>\$8,724</u>
sales	\$5,823	\$506	\$6,328
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,829	\$566	\$2,396
<u>Local Total (excl. property)</u>	<u>\$4,792</u>	<u>\$395</u>	<u>\$5,188</u>
sales	\$970	\$84	\$1,055
income	\$0	\$0	\$0
bed	\$2,818	-	\$2,818
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,004	\$311	\$1,315
property tax	\$1,975	\$324	\$2,300

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$4,792	
DMO Hosting Costs	\$1,000	
Direct ROI	\$3,792	
Net Present Value	\$3,792	
Direct ROI (%)	379%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$5,188	
Total ROI	\$4,188	
Net Present Value	\$4,188	
Total ROI (%)	419%	

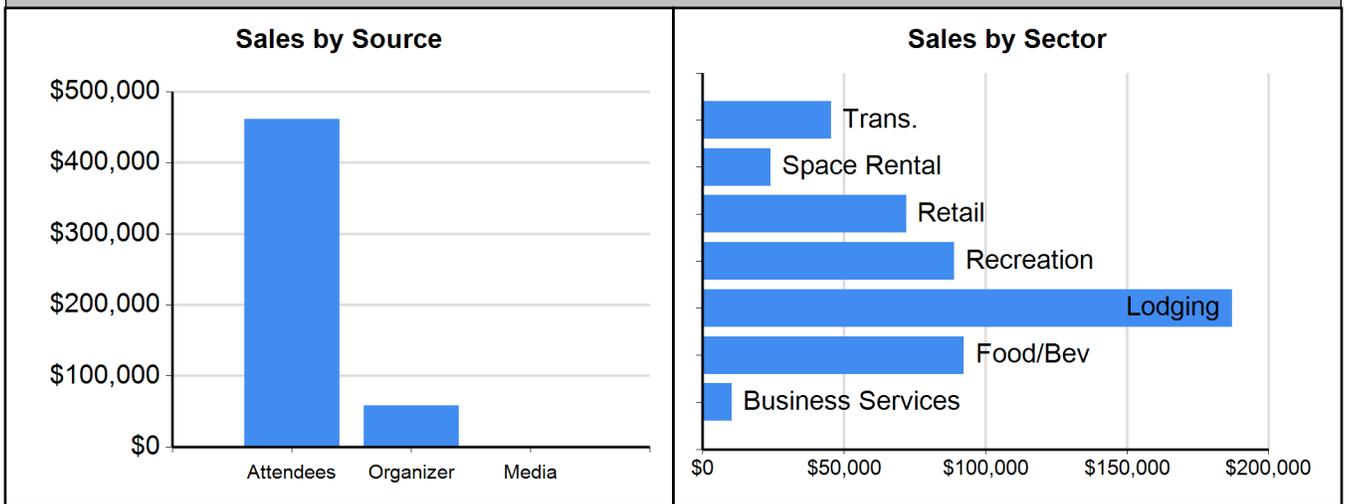
Estimated Room Demand Metrics	
Room Nights (total)	283
Room Pickup (block only)	0
Peak Rooms	117
Total Visitor Days	425

# Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	2018 Women's & Men's NCCAA Golf National Championships	Business Sales (Direct):	\$519,770
Organization:	National Christian College Athletic Association	Business Sales (Total):	\$680,174
Event Type:	College Championships	Jobs Supported (Direct):	133
Start Date:	10/19/2017	Jobs Supported (Total):	144
End Date:	10/25/2017	Local Taxes (Total):	\$20,492
Overnight Attendees:	326	Net Direct Tax ROI:	\$13,612
Day Attendees:	0	Estimated Room Demand:	886

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$187,135	\$0	\$0	\$187,135
Transportation	\$45,340	\$0	\$37	\$45,377
Food & Beverage	\$68,197	\$24,000	\$0	\$92,197
Retail	\$71,914	\$0	\$0	\$71,914
Recreation	\$88,844	\$0	\$0	\$88,844
Space Rental	\$0	\$24,000	\$0	\$24,000
Business Services	\$0	\$10,219	\$84	\$10,303
<b>TOTAL</b>	<b>\$461,430</b>	<b>\$58,219</b>	<b>\$121</b>	<b>\$519,770</b>

## Event Impact Details

### Destination: Palm Coast and The Flagler Beaches

Event Name: 2018 Women's & Men's NCCAA Golf National Championships 2017  
 Organization: National Christian College Athletic Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$519,770	\$160,404	\$680,174
<b>Personal Income</b>	\$154,310	\$41,716	\$196,026
<b>Jobs Supported</b>			
Persons	133	12	144
Annual FTEs	6	1	7
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$44,775</u>	<u>\$13,145</u>	<u>\$57,920</u>
<u>State Total</u>	<u>\$35,512</u>	<u>\$5,101</u>	<u>\$40,612</u>
sales	\$26,779	\$2,406	\$29,185
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$8,732	\$2,695	\$11,427
<u>Local Total (excl. property)</u>	<u>\$18,612</u>	<u>\$1,880</u>	<u>\$20,492</u>
sales	\$4,463	\$401	\$4,864
income	\$0	\$0	\$0
bed	\$9,357	-	\$9,357
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,792	\$1,479	\$6,271
property tax	\$9,429	\$1,539	\$10,968

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$18,612	
DMO Hosting Costs	\$5,000	
Direct ROI	\$13,612	
Net Present Value	\$13,886	
Direct ROI (%)	272%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$20,492	
Total ROI	\$15,492	
Net Present Value	\$15,803	
Total ROI (%)	310%	

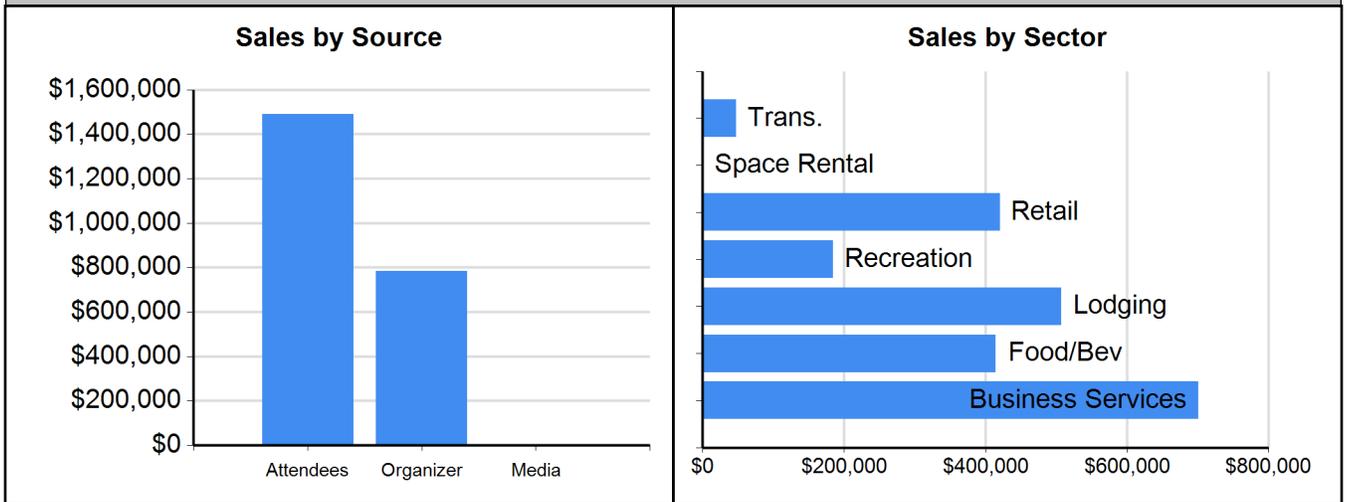
Estimated Room Demand Metrics	
Room Nights (total)	886
Room Pickup (block only)	0
Peak Rooms	163
Total Visitor Days	1,772

# Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Spartan Super at Palm Coast	Business Sales (Direct):	\$2,273,792
Organization:	Reebok Spartan Race	Business Sales (Total):	\$3,162,529
Event Type:	Adult Amateur	Jobs Supported (Direct):	1,292
Start Date:	11/11/2016	Jobs Supported (Total):	1,529
End Date:	11/13/2016	Local Taxes (Total):	\$66,879
Overnight Attendees:	4000	Net Direct Tax ROI:	\$31,463
Day Attendees:	0	Estimated Room Demand:	4,855

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$506,872	\$0	\$0	\$506,872
Transportation	\$44,533	\$2,806	\$191	\$47,530
Food & Beverage	\$334,084	\$80,485	\$0	\$414,569
Retail	\$420,194	\$0	\$0	\$420,194
Recreation	\$184,011	\$0	\$0	\$184,011
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$700,507	\$108	\$700,615
<b>TOTAL</b>	<b>\$1,489,695</b>	<b>\$783,798</b>	<b>\$299</b>	<b>\$2,273,792</b>

## Event Impact Details

Destination: Palm Coast and The Flagler Beaches

Event Name: Spartan Super at Palm Coast 2016

Organization: Reebok Spartan Race

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$2,273,792	\$888,738	\$3,162,529
<b>Personal Income</b>	\$542,865	\$248,183	\$791,048
<b>Jobs Supported</b>			
Persons	1,292	237	1,529
Annual FTEs	27	5	32
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$180,806</u>	<u>\$74,774</u>	<u>\$255,580</u>
<u>State Total</u>	<u>\$129,536</u>	<u>\$28,262</u>	<u>\$157,798</u>
sales	\$91,336	\$13,331	\$104,667
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$38,200	\$14,931	\$53,131
<u>Local Total (excl. property)</u>	<u>\$56,463</u>	<u>\$10,416</u>	<u>\$66,879</u>
sales	\$15,223	\$2,222	\$17,444
income	\$0	\$0	\$0
bed	\$20,275	-	\$20,275
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$20,965	\$8,194	\$29,160
property tax	\$41,249	\$9,748	\$50,997

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$56,463	
DMO Hosting Costs	\$25,000	
Direct ROI	\$31,463	
Net Present Value	\$32,790	
Direct ROI (%)	126%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$66,879	
Total ROI	\$41,879	
Net Present Value	\$43,646	
Total ROI (%)	168%	

Estimated Room Demand Metrics	
Room Nights (total)	4,855
Room Pickup (block only)	0
Peak Rooms	2,000
Total Visitor Days	9,710