

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.

Bidly 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 1). 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. 97	D.K. 98
1	2	3	4		

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

Demographics

The possible answers to the last two questions are listed on the back of my clipboard. Please give me the letter that corresponds to your answer.

Q9. Which of the following best describes your occupation? (choose only one) REF. 97
(SHOW BACK OF CLIPBOARD) Please give me the letter that corresponds to your answer.

- | | | | | | |
|-------------|-------------|-------------|--------------------|-------------|-------------|
| A 1 | B 2 | C 3 | D 4 | E 5 | F 6 |
| G 7 | H 8 | I 9 | J 10 | K 11 | L 12 |
| M 13 | N 14 | O 15 | OTHER _____ | | |

Q10. Which category best describes your current annual household income? REF. 97
(SHOW BACK OF CLIPBOARD) Please give me the letter that corresponds to your answer.

- | | | | | |
|------------|------------|------------|------------|------------|
| A 1 | B 2 | C 3 | D 4 | E 5 |
|------------|------------|------------|------------|------------|

THANK YOU VERY MUCH FOR YOUR COOPERATION!!

After the interview is over:

Your name

Time of interview

Location	Registration	Concessions	Foyer	Viewing Floor
(Circle one)	Area			Area

Other Location _____

Day of week: **FRI** **SAT** **SUN** **MON** **TUE** **WED** **THU**

**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!!

