



ECONOMIC
ANALYTICS
CONSULTING

Attachment A: Economic Impact Summary Forms

Houston Livestock Show and Rodeo Economic Impact Study - 2019 Economic Impact Summary

Economic Impact - 2019 Houston Livestock Show and Rodeo

Spending Category	SPENDING EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 36,378,653	\$ 13,154,521	\$ 17,800,075	\$ 67,333,249
Food & Beverage	\$ 36,080,186	\$ 19,919,871	\$ 15,290,783	\$ 71,290,840
Shopping / Merchandise	\$ 18,476,919	\$ 4,668,253	\$ 4,332,031	\$ 27,477,204
Entertainment	\$ 1,933,784	\$ 1,240,329	\$ 1,425,779	\$ 4,599,893
Farm and Ranch Related	\$ 6,652,663	\$ 2,093,693	\$ 2,828,353	\$ 11,574,709
Ground Transportation	\$ 7,037,096	\$ 3,227,745	\$ 2,513,042	\$ 12,777,883
Event Spending	\$ 26,473,227	\$ 2,124,355	\$ 3,448,987	\$ 32,046,570
Total	\$ 133,032,529	\$ 46,428,768	\$ 47,639,052	\$ 227,100,348

Fiscal Effects from Economic Impact - 2019 Houston Livestock Show and Rodeo

	FISCAL EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 5,456,798			
Food & Beverage	\$ 2,615,814			
Shopping / Merchandise	\$ 1,339,577			
Entertainment	\$ 140,199			
Farm and Ranch Related	\$ 482,318			
Ground Transportation	\$ 510,189			
Event Spending	\$ 597,382			
Total	\$ 11,142,277	\$ 377,661	\$ 1,719,089	\$ 13,239,027

Jobs Supported	EMPLOYMENT EFFECTS			
	Direct	Indirect	Induced	Total
	3,694	1,091	348	5,133

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Summary of Economic Impact Statements**

Spending Category	Spending Summary Category	Agricultural Mechanics Contestants	Commercial Exhibitors	Concert Artists & Crew	HLSR Contractors	Horse Show Exhibitors	International Week Attendees	Judges (Horse/Livestock)	Judging Contest Contestants	Junior Show Exhibitors
Lodging	Lodging	\$ 1,038,019	\$ 1,539,348	\$ 299,931	\$ 268,161	\$ 638,959	\$ 1,409,149	\$ 53,692	\$ 366,231	\$ 14,427,186
Food, Beverage and Alcohol	Food & Beverage	\$ 1,823,959	\$ 1,384,254	\$ 102,546	\$ 1,367,245	\$ 242,314	\$ 786,372	\$ 64,308	\$ 983,513	\$ 9,898,931
Shopping	Shopping / Merchandise	\$ 935,927	\$ 449,883	\$ -	\$ 172,015	\$ 100,961	\$ 600,975	\$ 38,155	\$ 406,938	\$ 2,296,909
Entertainment	Entertainment	\$ 336,152	\$ 85,230	\$ -	\$ 114,157	\$ 23,209	\$ 63,264	\$ 5,280	\$ 114,634	\$ 251,955
Ground Transportation	Ground Transportation	\$ 23,371	\$ 120,813	\$ -	\$ 3,091	\$ 5,570	\$ 87,130	\$ 9,055	\$ 155,288	\$ 75,149
Fuel	Ground Transportation	\$ 803,430	\$ 333,618	\$ -	\$ 20,330	\$ 35,743	\$ 51,953	\$ 7,503	\$ 375,552	\$ 1,942,131
Laundry	Event Spending	\$ -	\$ -	\$ -	\$ 4,568	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 70,209	\$ 2,109,480	\$ -	\$ -	\$ -
Livestock Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 1,629	\$ -	\$ 1,863,168	\$ -	\$ -	\$ -
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 44,098	\$ 315,494	\$ -	\$ -	\$ -
Livestock Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 323,124	\$ -	\$ -	\$ -
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,285,618
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 24,177	\$ 444,075	\$ -	\$ 111,607	\$ 13,926	\$ 158,634	\$ -	\$ 45,299	\$ 681,112
Booth Setup	Event Spending	\$ -	\$ 556,440	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Booth Supplies	Event Spending	\$ 47,053	\$ 1,640,483	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,805	\$ -
Booth Storage	Event Spending	\$ -	\$ 197,485	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Business Related Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 3,263	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ 109,099	\$ -	\$ -	\$ -	\$ -	\$ -
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ 102,353	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 26	\$ -	\$ 206	\$ -	\$ -	\$ -
RV	Shopping / Merchandise	\$ -	\$ -	\$ -	\$ 120,000	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 5,032,088	\$ 6,853,982	\$ 402,478	\$ 2,295,191	\$ 1,174,989	\$ 7,768,948	\$ 177,993	\$ 2,477,259	\$ 30,858,992

Spending Category	Spending Summary Category	Open Livestock Show Exhibitors	Rodeo Attendees	Rodeo Competition Contestants	Sponsors	Volunteers	WCBBQ Contest Attendees	WCBBQ Contest Teams	Wildlife Expo Exhibitors	Young Guns Participants	Total
Lodging	Lodging	\$ 498,315	\$ 9,340,380	\$ 112,694	\$ 549,109	\$ 2,242,379	\$ 2,796,573	\$ 723,072	\$ 6,428	\$ 69,026	\$ 36,378,653
Food, Beverage and Alcohol	Food & Beverage	\$ 504,412	\$ 13,302,269	\$ 765,374	\$ 159,467	\$ 459,049	\$ 3,900,099	\$ 159,183	\$ 3,847	\$ 173,043	\$ 36,080,186
Shopping	Shopping / Merchandise	\$ 106,007	\$ 4,025,820	\$ 632,545	\$ -	\$ 525,282	\$ 361,222	\$ 361,063	\$ 1,843	\$ 120,182	\$ 11,135,726
Entertainment	Entertainment	\$ 19,973	\$ 209,299	\$ 145,738	\$ -	\$ 122,006	\$ 156,530	\$ 265,444	\$ 251	\$ 20,662	\$ 1,933,784
Ground Transportation	Ground Transportation	\$ 6,588	\$ 497,046	\$ 103,386	\$ -	\$ 54,170	\$ 311,855	\$ 156,554	\$ -	\$ 5,310	\$ 1,614,378
Fuel	Ground Transportation	\$ 59,212	\$ 743,801	\$ 232,013	\$ -	\$ 187,134	\$ 154,523	\$ 266,747	\$ 1,809	\$ 207,219	\$ 5,422,718
Laundry	Event Spending	\$ -	\$ -	\$ 25,338	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,906
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,179,688
Livestock Purchases	Farm and Ranch Related	\$ 242,170	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,106,966
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 359,592
Livestock Equipment	Farm and Ranch Related	\$ 350,882	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 674,006
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ 46,793	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 46,793
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,285,618
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 28,518	\$ 5,188,740	\$ 11,240	\$ -	\$ 117,586	\$ -	\$ 396,231	\$ 48	\$ -	\$ 7,221,193
Booth Setup	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,197,278	\$ -	\$ -	\$ 1,753,718
Booth Supplies	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,374,614	\$ 5,723	\$ -	\$ 4,097,679
Booth Storage	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 197,485
Business Related Expenses	Event Spending	\$ -	\$ -	\$ 42,177	\$ -	\$ -	\$ -	\$ 1,555,666	\$ 5,169	\$ -	\$ 1,606,275
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 109,099
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 331,440	\$ -	\$ -	\$ 433,793
Medical Expenses	Event Spending	\$ -	\$ -	\$ 11,567	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,799
RV	Shopping / Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 120,000
Total		\$ 1,816,077	\$ 33,307,354	\$ 2,128,867	\$ 708,576	\$ 3,707,606	\$ 7,680,801	\$ 7,787,294	\$ 25,119	\$ 595,443	\$ 114,799,057

Spending Summary Category	Total
Lodging	\$ 36,378,653
Food & Beverage	\$ 36,080,186
Entertainment	\$ 1,933,784
Shopping / Merchandise	\$ 18,476,919
Farm and Ranch Related	\$ 6,652,663
Ground Transportation	\$ 7,037,096
Event Spending	\$ 8,239,755
Total	\$ 114,799,057

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Agricultural Mechanical Contestants
Economic Impact**

Category: Agricultural Mechanical Contestants
Category Description: Participants in the Ag Mechanical competition, related FFA Instructors or 4-H Agents and their friends and family.

Number of People

Total Unique Registered Teams	811
Average people per Registered Team	12.55
Total Attendees	10,176
Total Attendees Surveyed	639
Total Surveyed as a % of Unique Entries	6.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	7.8%	796	0
Texas but outside Greater Houston	92.2%	9,380	9,380
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	10,176	9,380

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	9,380	86.1%	8,076
Total	9,380	86.1%	8,076

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	89.6%	7,239	\$ 46.79	3.04	2.47	8,918
RV/Camper	1.4%	112	\$ 26.25	2.75	4.00	77
Friend's/Family's Home	7.4%	600		0.28	7.80	21
Peer-to-Peer	0.7%	56	\$ -	7.00	4.00	98
Other	0.9%	70	\$ -	-		-
Total	100.0%	8,076	\$ 46.48	2.83	2.90	9,114
Paid Lodging Sub-Total		7,351	\$ 46.48	3.04	2.49	8,995

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		7,351	
Average nightly rate per person		\$ 46.48	
Average length of stay (nights)		3.04	
Total Lodging Spending	N/A	\$ 1,038,019	\$ 1,038,019

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		9,380	
Average daily spending		\$ 28.59	
Average length of stay (days)		4.45	
Total Food & Beverage	\$ 629,256	\$ 1,194,703	\$ 1,823,959

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	9,380	9,380	9,380
Entertainment (Excluding Rodeo Tickets)	\$ 35.84		
Shopping/Merchandise	\$ 51.26		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.99		
Fuel for Personal or Rental Cars	\$ 85.66		
Total Non-Food Spending Per Person	\$ 49.02	\$ 174.75	\$ 223.77
Total Non-Food Spending	\$ 459,784	\$ 1,639,096	\$ 2,098,880

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Agricultural Mechanical Teams	811	811	
Supplies	\$ 22	\$ 37	
Other 1	\$ 1	\$ 29	
Other 2	\$ -	\$ -	
Total Spending per Team	\$ 22	\$ 65	\$ 88
Total Exhibitor Spending	\$ 18,209	\$ 53,021	\$ 71,230

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,038,019	\$ 1,038,019
Food & Beverage	\$ 629,256	\$ 1,194,703	\$ 1,823,959
Non-Food Spending	\$ 477,993	\$ 1,692,117	\$ 2,170,110
Total Direct Spending	\$ 1,107,249	\$ 3,924,839	\$ 5,032,088

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Commercial Exhibitors
Economic Impact**

Category: Commercial Exhibitors
Category Description: Commercial exhibitors with an on-site presence at the Rodeo, including their employees, friends and family.

Number of People

Total Unique Registered Exhibitors	334
Average people with Exhibitors	7.79
Total Attendees	2,602
Total Attendees Surveyed	1,348
Total Surveyed as a % of Unique Entries	51.8%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	43.6%	1,135	0
Texas but outside Greater Houston	33.3%	867	867
U.S. but outside Texas	20.8%	543	543
International	2.2%	58	58
Total	100.0%	2,602	1,467

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,467	84.3%	1,237
Total	1,467	84.3%	1,237

Where Visitors Stay in Greater Houston	% In Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	35.4%	437	\$ 77.11	15.83	1.69	4,103
RV/Camper	9.5%	117	\$ 24.67	23.56	2.75	1,003
Friend's/Family's Home	7.8%	97		4.85	2.94	160
Peer-to-Peer	31.7%	391	\$ 59.65	25.80	2.71	3,727
Other	15.7%	194	\$ 48.11	28.58	5.02	1,104
Total	100.0%	1,237	\$ 60.79	20.86	2.73	10,098
Paid Lodging Sub-Total		1,140	\$ 60.79	22.22	2.71	9,937

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,140	
Average nightly rate per person		\$ 60.79	
Average length of stay (nights)		22.22	
Total Lodging Spending	N/A	\$ 1,539,348	\$ 1,539,348

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,467	
Average daily spending		\$ 31.62	
Average length of stay (days)		17.76	
Total Food & Beverage	\$ 560,248	\$ 824,006	\$ 1,384,254

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	1,467	1,467	1,467
Entertainment (Excluding Rodeo Tickets)		\$ 58.09	
Shopping/Merchandise	\$ 159.59	\$ 147.02	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 7.94	\$ 74.40	
Fuel for Personal or Rental Cars		\$ 227.37	
Total Non-Food Spending Per Person	\$ 167.53	\$ 506.88	\$ 674.41
Total Non-Food Spending	\$ 245,807	\$ 743,737	\$ 989,544

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Commercial Exhibitors	334	334	
Booth Setup Costs	\$ 1,666		
Exhibit Supplies	\$ 2,417	\$ 2,495	
Annual Booth Storage Costs		\$ 591	
Utilities	\$ 306		
Other	\$ 1,121	\$ 208	
Total Exhibitor Spending per Exhibitor	\$ 5,511	\$ 3,294	\$ 8,805
Total Company Spending	\$ 1,840,521	\$ 1,100,315	\$ 2,940,836

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,539,348	\$ 1,539,348
Food & Beverage	\$ 560,248	\$ 824,006	\$ 1,384,254
Non-Food Spending	\$ 2,086,328	\$ 1,844,053	\$ 3,930,380
Total Direct Spending	\$ 2,646,576	\$ 4,207,406	\$ 6,853,982

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Concert Artists and Crew
Economic Impact**

Category: Concert Artists and Crew
Category Description: Concert artists and crew for shows performed inside NRG Stadium. Includes friends, family, managers and others travelling with the artists.

Number of People

Total Bands	61
Average party size	18.24
Total Attendees	1,112
Total Attendees Surveyed	986
Total Surveyed as a % of Unique Entries	88.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	6%	68	0
Texas but outside Greater Houston	35%	388	388
U.S. but outside Texas	59%	656	656
Total	100%	1,112	1,044

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,044	51%	530
Total	1,044	51%	530

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	530	\$ 300.42	1.88	1.62	616
RV/Camper		-	\$ -	-	-	-
Friend's/Family's Home		-	\$ -	-	-	-
Peer-to-Peer		-	\$ -	-	-	-
Other		-	\$ -	-	-	-
Total	100%	530	\$ 300.42	1.88	1.62	616
Paid Lodging Sub-Total		530	\$ 300.42	1.88	1.62	616

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		530	
Average nightly rate per person		\$ 300.42	
Average length of stay (nights)		1.88	
Total Lodging Spending	N/A	\$ 299,931	\$ 299,931

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,044	
Average daily spending		\$ 71.12	
Average length of stay (days)		1.38	
Total Food & Beverage	\$ -	\$ 102,546	\$ 102,546

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 299,931	\$ 299,931
Food & Beverage		\$ 102,546	\$ 102,546
Non-Food Spending	\$ -	\$ -	\$ -
Total Direct Spending	\$ -	\$ 402,478	\$ 402,478

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - HLSR Contractors
Economic Impact**

Category: HLSR Contractors
Category Description: Contractors hired to produce the Rodeo.

Number of People

Total People	667
Average party size	1.34
Total Attendees	891
Total Attendees Surveyed	891
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13%	118	0
Texas but outside Greater Houston	11%	96	96
U.S. but outside Texas	75%	667	667
International	1%	10	10
Total	100%	891	773

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	773	79%	612
Total	773	79%	612

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	22%	132	\$ 107.72	12.99	1.20	1,429
RV/Camper	73%	445	\$ -	42.00	-	-
Friend's/Family's Home	1%	5	\$ -	2.00	1.67	6
Peer-to-Peer	1%	5	\$ 90.00	22.00	1.67	66
Apartment	4%	25	\$ 17.61	42.00	2.50	420
Total	100%	612	\$ 93.27	35.25	1.42	1,921
Paid Lodging Sub-Total		162	\$ 93.27	17.75	1.42	1,915

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		162	
Average nightly rate per person		\$ 93.27	
Average length of stay (nights)		17.75	
Total Lodging Spending	N/A	\$ 268,161	\$ 268,161

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		773	
Average daily spending		\$ 98.66	
Average length of stay (days)		17.75	
Total Food & Beverage	\$ 13,736	\$ 1,353,509	\$ 1,367,245

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	773	773	773
Entertainment (Excluding Rodeo Tickets)	\$ 147.68		
Shopping	\$ 209.92		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 0.39		
Fuel for Personal or Rental Cars	\$ 26.30		
Livestock	\$ 0.22		
Medical	\$ 0.03		
Business expenses	\$ 0.70		
Laundry	\$ 5.91		
Equipment Purchased		\$ 111,607	
RV Purchased		\$ 120,000	
Equipment Repair		\$ 109,099	
Total Non-Food Spending Per Person	\$ 21.62	\$ 391.16	\$ 412.78
Total Non-Food Spending	\$ 16,716	\$ 643,069	\$ 659,785

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 268,161	\$ 268,161
Food & Beverage	\$ 13,736	\$ 1,353,509	\$ 1,367,245
Non-Food Spending	\$ 16,716	\$ 643,069	\$ 659,785
Total Direct Spending	\$ 30,452	\$ 2,264,739	\$ 2,295,191

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Horse Show Exhibitors
Economic Impact**

Category: Horse Show Exhibitors
Category Description: Exhibitors in the Horse Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,194
Average party size (inclusive of registrants)	3.24
Total Attendees	3,868
Total Attendees Surveyed	447
Total Surveyed as a % of Unique Entries	11.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	38.2%	1,478	0
Texas but outside Greater Houston	59.0%	2,282	2,282
U.S. but outside Texas	2.8%	108	108
International	0.0%	0	0
Total	100.0%	3,868	2,391

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,391	66.5%	1,589
Total	2,391	66.5%	1,589

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	72.4%	1,152	\$ 140.21	3.03	1.96	1,778
RV/Camper	5.1%	81	\$ 35.00	4.80	1.67	234
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	22.4%	357	\$ 150.00	2.20	1.67	471
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	1,589	\$ 137.04	2.93	1.88	2,483
Paid Lodging Sub-Total		1,589	\$ 137.04	2.93	1.88	2,483

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,589	
Average nightly rate per person		\$ 137.04	
Average length of stay (nights)		2.93	
Total Lodging Spending	N/A	\$ 638,959	\$ 638,959

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,391	
Average daily spending		\$ 18.40	
Average length of stay (days)		3.71	
Total Food & Beverage	\$ 79,059	\$ 163,255	\$ 242,314

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,391	2,391	2,391
Entertainment (Excluding Rodeo Tickets)		\$ 9.71	
Shopping/Merchandise	\$ 28.40	\$ 13.83	
Horse Purchases (including animals, semen and embryos)	\$ -	\$ 29.37	
Horse and Ranch Equipment (including tractors and trailers)	\$ 3.40	\$ 15.05	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.33	
Fuel for Personal or Rental Cars		\$ 14.95	
Other Purchases	\$ 0.97	\$ 4.85	
Large Items Purchased (over \$2,000)	\$ -	\$ -	
Total Non-Food Spending Per Person	\$ 32.77	\$ 90.10	\$ 122.86
Total Non-Food Spending	\$ 78,332	\$ 215,384	\$ 293,716

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 638,959	\$ 638,959
Food & Beverage	\$ 79,059	\$ 163,255	\$ 242,314
Non-Food Spending	\$ 78,332	\$ 215,384	\$ 293,716
Total Direct Spending	\$ 157,391	\$ 1,017,599	\$ 1,174,989

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - International Week Attendees
Economic Impact**

Category: International Week Attendees
Category Description: Attendees that registered for the International Room hosted by HLSR during International Week.

Number of People

Total Unique Registered Attendees	2,592
Total Attendees Surveyed	1,257
Total Surveyed as a % of Unique Entries	48.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	0.0%	0	0
U.S. but outside Texas	0.0%	0	0
International	100.0%	2,592	2,592
Total	100.0%	2,592	2,592

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,592	88.5%	2,293
Total	2,592	88.5%	2,293

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	94.9%	2,177	\$ 95.88	6.54	2.15	6,619
RV/Camper	0.2%	5	\$ 25.00	-	2.00	-
Friend's/Family's Home	0.3%	7	-	14.00	3.00	32
Peer-to-Peer	3.5%	81	\$ 73.17	5.37	3.19	137
Other	1.0%	23	\$ 100.00	7.00	3.00	54
Total	100.0%	2,293	\$ 94.97	6.51	2.20	6,842
Paid Lodging Sub-Total		2,286	\$ 94.97	6.49	2.20	6,810

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,286	
Average nightly rate per person		\$ 94.97	
Average length of stay (nights)		6.49	
Total Lodging Spending	N/A	\$ 1,409,149	\$ 1,409,149

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,592	
Average daily spending		\$ 37.75	
Average length of stay (days)		6.22	
Total Food & Beverage	\$ 177,422	\$ 608,950	\$ 786,372

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,592	2,592	2,592
Entertainment (Excluding Rodeo Tickets)	\$ 24.41		
Shopping/Merchandise	\$ 106.14		
Horse Purchases (including animals, semen and embryos)	\$ 652.86		
Horse and Ranch Equipment (including tractors and trailers)	\$ 47.85		
Livestock Purchases (including animals, semen and embryos)	\$ 364.00		
Livestock Equipment (including scales, panels, tractors and trail	\$ 69.37		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 33.61		
Fuel for Personal or Rental Cars	\$ 20.04		
Medical expenditures	\$ 0.08		
Other Purchases	\$ 28.19		
Large Items Purchased (over \$2,000)	\$ 26.65		
Total Non-Food Spending Per Person	\$ 777.03	\$ 1,373.21	\$ 2,150.24
Total Non-Food Spending	\$ 2,014,069	\$ 3,559,358	\$ 5,573,427

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,409,149	\$ 1,409,149
Food & Beverage	\$ 177,422	\$ 608,950	\$ 786,372
Non-Food Spending	\$ 2,014,069	\$ 3,559,358	\$ 5,573,427
Total Direct Spending	\$ 2,191,490	\$ 5,577,458	\$ 7,768,948

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Judges (Horse/Livestock)
Economic Impact**

Category: Judges (Horse/Livestock)
Category Description: Judges for Horse and Livestock Shows.

Number of People

Total Registered Judges	100
Average party size (inclusive of Judges)	4.05
Total Attendees	405
Total Attendees Surveyed	85
Total Surveyed as a % of Unique Entries	21.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	27.1%	110	0
Texas but outside Greater Houston	40.0%	162	162
U.S. but outside Texas	32.9%	133	133
International	0.0%	0	0
Total	100.0%	405	295

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	295	81.5%	241
Total	295	81.5%	241

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	90.0%	217	\$ 48.60	4.53	1.93	509
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	2.0%	5	-	4.00	1.00	19
Peer-to-Peer	8.0%	19	\$ 42.50	7.00	2.00	67
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	241	\$ 48.10	4.72	1.92	596
Paid Lodging Sub-Total		236	\$ 48.10	4.73	1.93	576

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		236	
Average nightly rate per person		\$ 48.10	
Average length of stay (nights)		4.73	
Total Lodging Spending	N/A	\$ 53,692	\$ 53,692

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		295	
Average daily spending		\$ 29.44	
Average length of stay (days)		4.12	
Total Food & Beverage	\$ 28,504	\$ 35,805	\$ 64,308

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	295	295	295
Entertainment (Excluding Rodeo Tickets)	\$ 17.88		
Shopping/Merchandise	\$ 95.18	\$ 34.06	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 7.53	\$ 23.14	
Fuel for Personal or Rental Cars		\$ 25.41	
Total Non-Food Spending Per Person	\$ 102.71	\$ 100.49	\$ 203.20
Total Non-Food Spending	\$ 30,323	\$ 29,670	\$ 59,992

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 53,692	\$ 53,692
Food & Beverage	\$ 28,504	\$ 35,805	\$ 64,308
Non-Food Spending	\$ 30,323	\$ 29,670	\$ 59,992
Total Direct Spending	\$ 58,826	\$ 119,167	\$ 177,993

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Judging Contest Contestants
Economic Impact**

Category: Judging Contest Contestants
Category Description: Participants in the Judging Contests, related FFA Instructors or 4-H Agents and their friends or family.

Number of People

Total Unique Registered Schools	522
Average People with Registered School	14.08
Total Attendees	7,350
Total Attendees Surveyed	5,376
Total Surveyed as a % of Unique Entries	73.1%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	28.4%	2,087	0
Texas but outside Greater Houston	64.8%	4,759	4,759
U.S. but outside Texas	6.8%	503	503
International	0.0%	0	0
Total	100.0%	7,350	5,262

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	5,262	57.6%	3,033
Total	5,262	57.6%	3,033

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	92.0%	2,789	\$ 43.19	3.00	2.54	3,288
RV/Camper	0.4%	13	\$ -	3.00	-	-
Friend's/Family's Home	4.7%	142	\$ -	1.61	2.21	104
Peer-to-Peer	2.4%	72	\$ 28.20	2.64	4.11	46
Other	0.6%	17	\$ -	-	-	-
Total	100.0%	3,033	\$ 42.81	2.91	2.57	3,437
Paid Lodging Sub-Total		2,861	\$ 42.81	2.99	2.58	3,334

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,861	
Average nightly rate per person		\$ 42.81	
Average length of stay (nights)		2.99	
Total Lodging Spending	N/A	\$ 366,231	\$ 366,231

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		5,262	
Average daily spending		\$ 29.64	
Average length of stay (days)		4.22	
Total Food & Beverage	\$ 325,719	\$ 657,794	\$ 983,513

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	5,262	5,262	5,262
Entertainment (Excluding Rodeo Tickets)		\$ 21.78	
Shopping/Merchandise	\$ 40.78	\$ 36.55	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 2.88	\$ 26.63	
Fuel for Personal or Rental Cars		\$ 71.36	
Total Non-Food Spending Per Person	\$ 43.66	\$ 156.32	\$ 199.98
Total Non-Food Spending	\$ 229,771	\$ 822,640	\$ 1,052,411

Spending	On-Grounds	Off-Grounds	Total
Schools	522	522	
Supplies	\$ 15	\$ 42	
Other1	\$ 6	\$ 58	
Other2	\$ 0	\$ 23	
Total Spending per School	\$ 21	\$ 123	\$ 144
Total Spending	\$ 10,942	\$ 64,162	\$ 75,104

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 366,231	\$ 366,231
Food & Beverage	\$ 325,719	\$ 657,794	\$ 983,513
Non-Food Spending	\$ 240,713	\$ 886,802	\$ 1,127,515
Total Direct Spending	\$ 566,432	\$ 1,910,827	\$ 2,477,259

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Junior Show Exhibitors
Economic Impact**

Category: Junior Show Exhibitors
Category Description: Participants in the Junior Livestock Show, related FFA Instructors or 4-H Agents and their friends or family. Unique trips to the Junior Show counts the number of separate trips made by those participating in the Junior Show.

Number of People

Total Unique Trips to Junior Show	9,060
Average party size (inclusive of registrants)	6.47
Total Attendees	58,584
Total Attendees Surveyed	2,774
Total Surveyed as a % of Unique Entries	4.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	17.0%	9,969	0
Texas but outside Greater Houston	83.0%	48,615	48,615
U.S. but outside Texas	0.0%	0	0
Total	100.0%	58,584	48,615

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	48,615	92.9%	45,178
Total	48,615	92.9%	45,178

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	95.9%	43,316	\$ 79.99	3.98	2.87	60,225
RV/Camper	1.0%	465	\$ 31.67	3.19	3.20	464
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	2.8%	1,251	\$ 85.62	4.90	2.77	2,212
Other	0.3%	145	\$ 134.00	4.00	1.50	388
Total	100.0%	45,178	\$ 79.82	4.00	2.86	63,288
Paid Lodging Sub-Total		45,178	\$ 79.82	4.00	2.86	63,288

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		45,178	
Average nightly rate per person		\$ 79.82	
Average length of stay (nights)		4.00	
Total Lodging Spending	N/A	\$ 14,427,186	\$ 14,427,186

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		48,615	
Average daily spending		\$ 26.57	
Average length of stay (days)		4.55	
Total Food & Beverage	\$ 4,022,634	\$ 5,876,298	\$ 9,898,931

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	48,615	48,615	
Entertainment (Excluding Rodeo Tickets)	\$ 5.18		
Non-Livestock Shopping	\$ 36.44	\$ 10.80	
Livestock Show Supplies	\$ 22.74	\$ 3.71	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.55		
Fuel for Personal or Rental Cars	\$ 39.95		
Other Purchases	\$ 0.49		
Large Items Purchased (over \$2,000)	\$ 10.03		
Total Non-Food Spending Per Person	\$ 62.67	\$ 71.71	\$ 134.38
Total Non-Food Spending	\$ 3,046,782	\$ 3,486,092	\$ 6,532,874

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 14,427,186	\$ 14,427,186
Food & Beverage	\$ 4,022,634	\$ 5,876,298	\$ 9,898,931
Non-Food Spending	\$ 3,046,782	\$ 3,486,092	\$ 6,532,874
Total Direct Spending	\$ 7,069,416	\$ 23,789,576	\$ 30,858,992

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Open Livestock Show Exhibitors
Economic Impact**

Category: Open Livestock Show Exhibitors
Category Description: Exhibitors in the Open Livestock Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	852
Average party size (inclusive of registrants)	4.56
Total Attendees	3,888
Total Attendees Surveyed	1,223
Total Surveyed as a % of Unique Entries	31.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	19.9%	775	0
Texas but outside Greater Houston	69.0%	2,683	2,683
U.S. but outside Texas	11.0%	427	427
International	0.1%	3	3
Total	100.0%	3,888	3,113

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	3,113	85%	2,643
Total	3,113	85%	2,643

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	88.2%	2,331	\$ 60.30	3.10	3.03	2,386
RV/Camper	1.3%	33	\$ 33.33	3.00	2.67	37
Friend's/Family's Home	1.3%	33	\$ -	7.00	5.00	46
Peer-to-Peer	7.8%	206	\$ 69.20	3.50	2.63	273
Other	1.5%	40	\$ 135.00	0.45	3.00	6
Total	100.0%	2,643	\$ 61.81	3.14	3.02	2,749
Paid Lodging Sub-Total		2,610	\$ 61.81	3.09	2.99	2,702

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,610	
Average nightly rate per person		\$ 61.81	
Average length of stay (nights)		3.09	
Total Lodging Spending	N/A	\$ 498,315	\$ 498,315

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		3,113	
Average daily spending		\$ 21.82	
Average length of stay (days)		4.23	
Total Food & Beverage	\$ 217,034	\$ 287,378	\$ 504,412

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	3,113	3,113	3,113
Entertainment (Excluding Rodeo Tickets)	\$ 6.42		
Non-Livestock Shopping	\$ 27.84	\$ 6.21	
Livestock Purchases (including animals, semen and embryos)	\$ 68.83	\$ 8.96	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 102.77	\$ 9.95	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.12	
Fuel for Personal or Rental Cars		\$ 19.02	
Other Purchases	\$ 5.13	\$ 0.72	
Large Items Purchased (over \$2,000)	\$ 0.23	\$ 3.09	
Total Non-Food Spending Per Person	\$ 204.80	\$ 56.48	\$ 261.27
Total Non-Food Spending	\$ 637,535	\$ 175,815	\$ 813,350

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 498,315	\$ 498,315
Food & Beverage	\$ 217,034	\$ 287,378	\$ 504,412
Non-Food Spending	\$ 637,535	\$ 175,815	\$ 813,350
Total Direct Spending	\$ 854,570	\$ 961,508	\$ 1,816,077

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Rodeo Attendees
Economic Impact**

Category: Rodeo Attendees
Category Description: Attendees with tickets for the carnival grounds or the Rodeo/concert.

Number of People

Total Scanned Attendance (All days)	1,882,488	Adjustment for Non-Incremental Visitors	
Average days attended the Rodeo	2.41	Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	9.4%
Total Unique Entries	781,107		
Total Attendees Surveyed	25,475		
Total Surveyed as a % of Unique Entries	3.3%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	80.1%	625,707	0	N/A	0
Texas but outside Greater Houston	14.3%	111,705	111,705	10,498	101,207
U.S. but outside Texas	4.6%	36,274	36,274	3,409	32,865
Outside U.S.	1.0%	7,421	7,421	697	6,723
Total	100.0%	781,107	155,400	14,605	140,795

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	140,795	46%	65,155
Total	140,795	46%	65,155

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	53%	34,779	\$ 70.20	3.29	2.89	39,588
RV/Camper	2%	1,520	\$ 10.85	5.88	2.86	3,131
Friend's/Family's Home	39%	25,435	-	3.86	2.93	33,473
Peer-to-Peer	4%	2,819	\$ 36.39	6.38	3.00	5,996
Other	1%	602	\$ 31.57	3.82	2.67	862
Total	100%	65,155	\$ 64.95	3.71	2.91	83,050
Paid Lodging Sub-Total		39,720	\$ 64.95	3.62	2.90	49,578

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		39,720	
Average nightly rate per person		\$ 64.95	
Average length of stay (nights)		3.62	
Total Lodging Spending	N/A	\$ 9,340,380	\$ 9,340,380

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		140,795	
Average daily spending		\$ 13	
Average length of stay (days)		4.27	
Total Food & Beverage	\$ 5,465,726	\$ 7,836,543	\$ 13,302,269

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	140,795	140,795	
Entertainment (Excluding Rodeo Tickets)		\$ 1.49	
Shopping/Merchandise	\$ 21.94	\$ 6.66	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 3.53	
Fuel for Personal or Rental Cars		\$ 5.28	
Large Items Purchased (over \$2,000)	\$ 26.16	\$ 10.69	
Total Non-Food Spending Per Person	\$ 48.10	\$ 27.65	\$ 75.75
Total Non-Food Spending	\$ 6,771,861	\$ 3,892,844	\$ 10,664,705

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 9,340,380	\$ 9,340,380
Food & Beverage	\$ 5,465,726	\$ 7,836,543	\$ 13,302,269
Non-Food Spending	\$ 6,771,861	\$ 3,892,844	\$ 10,664,705
Total Direct Spending	\$ 12,237,587	\$ 21,069,767	\$ 33,307,354

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Rodeo Competition Contestants
Economic Impact**

Category: Rodeo Competition Contestants
Category Description: Contestants participating in the Rodeo along with their friends, family and guests.

Number of People

Total Unique Registered Contestants	607
Average party size (inclusive of contestants)	3.85
Total Attendees	2,337
Total Attendees Surveyed	639
Total Surveyed as a % of Unique Entries	27.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13.3%	311	0
Texas but outside Greater Houston	34.6%	808	808
U.S. but outside Texas	47.4%	1,108	1,108
International	4.7%	110	110
Total	100.0%	2,337	2,026

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,026	74.6%	1,510
Total	2,026	74.6%	1,510

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	44.9%	678	\$ 43.16	2.72	2.25	819
RV/Camper	34.6%	522	\$ 0.17	3.93	2.62	784
Friend's/Family's Home	14.6%	220		0.97	3.06	69
Peer-to-Peer	5.5%	83	\$ 52.17	4.83	2.08	192
Other	0.5%	8	\$ -	-	-	-
Total	100.0%	1,510	\$ 26.23	2.99	2.49	1,864
Paid Lodging Sub-Total		1,283	\$ 26.23	3.35	2.39	1,795

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,283	
Average nightly rate per person		\$ 26.23	
Average length of stay (nights)		3.35	
Total Lodging Spending	N/A	\$ 112,694	\$ 112,694

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,026	
Average daily spending		\$ 100.73	
Average length of stay (days)		3.42	
Total Food & Beverage	\$ 66,679	\$ 698,696	\$ 765,374

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,026	2,026	2,026
Entertainment (Excluding Rodeo Tickets)	\$ 71.94		
Shopping/Merchandise	\$ 204.08		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 43.92		
Fuel for Personal or Rental Cars	\$ 114.53		
Total Non-Food Spending Per Person	\$ 115.28	\$ 434.47	\$ 549.76
Total Non-Food Spending	\$ 233,537	\$ 880,145	\$ 1,113,682

Contestant Spending	On-Grounds	Off-Grounds	Total
Rodeo Contestants (Visitor Adjusted)	526	526	
Truck/Trailer Expenses	\$ 89		
Laundry Service and Dry Cleaning	\$ 41		
Livestock Welfare	\$ 71		
Medical Care	\$ 22		
Other	\$ 21		
Total Contestant Spending per Contestant	\$ 16	\$ 244	\$ 261
Total Company Spending	\$ 8,510	\$ 128,605	\$ 137,115

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 112,694	\$ 112,694
Food & Beverage	\$ 66,679	\$ 698,696	\$ 765,374
Non-Food Spending	\$ 242,048	\$ 1,008,750	\$ 1,250,798
Total Direct Spending	\$ 308,726	\$ 1,820,140	\$ 2,128,867

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Sponsors
Economic Impact**

Category:

Sponsors

Category Description:

Companies sponsoring the Rodeo that have a physical presence on-site.

Number of People

Total Unique Registered Sponsors	22
Average people per Sponsor	40.42
Total Attendees	889
Total Attendees Surveyed	485
Total Surveyed as a % of Unique Entries	54.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	59%	521	0
Texas but outside Greater Houston	21%	183	183
U.S. but outside Texas	21%	185	185
Total	100%	889	369

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	369	100%	369
Total	369	100%	369

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	369	\$ 95.43	15.61	1.29	95
RV/Camper	-	-	\$ -	-	-	-
Friend's/Family's Home	-	-	\$ -	-	-	-
Peer-to-Peer	-	-	\$ -	-	-	-
Other	-	-	\$ -	-	-	-
Total	100%	369	\$ 95.43	15.61	1.29	95
Paid Lodging Sub-Total		369	\$ 95.43	15.61	1.29	95

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		369	
Average nightly rate per person		\$ 95.43	
Average length of stay (nights)		15.61	
Total Lodging Spending	N/A	\$ 549,109	\$ 549,109

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		369	
Average daily spending		\$ 6.22	
Average length of stay (days)		15.61	
Total Food & Beverage	\$ 123,682	\$ 35,785	\$ 159,467

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 549,109	\$ 549,109
Food & Beverage	\$ 123,682	\$ 35,785	\$ 159,467
Non-Food Spending	\$ -	\$ -	\$ -
Total Direct Spending	\$ 123,682	\$ 584,894	\$ 708,576

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Volunteers
Economic Impact**

Category: Volunteers
Category Description: Volunteers at the HLSR.

Number of People

Total Unique Volunteers	35,395
Average people with Volunteers	1.00
Total Volunteers	35,395
Total Volunteers Surveyed	7,752
Total Surveyed as a % of Unique Entries	21.9%

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	92.7%	32,824	0
Texas but outside Greater Houston	6.5%	2,301	2,301
U.S. but outside Texas	0.7%	260	260
International	0.0%	9	9
Total	100.0%	35,395	2,571

Lodging

Origin	Visitors	Prior to Show		During Show	
		% in Lodging in Greater Houston	Visitors in Lodging	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0	N/A	0
Visitors	2,571	35.6%	915	38.0%	977
Total	2,571	35.6%	915	38.0%	977

Lodging Prior to the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	85.3%	781	\$ 155	8.54	6,668
RV/Camper	8.1%	74	\$ 63	12.25	911
Friends/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	3.6%	33	\$ 162	3.57	116
Other	3.0%	28	\$ 98	9.33	260
Total	100.0%	915	\$ 146	8.69	7,955
Paid Lodging Sub-Total		915	\$ 146	8.69	7,955

Lodging During the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	82.9%	810	\$ 156	5.94	4,813
RV/Camper	9.5%	93	\$ 64	17.62	1,643
Friends/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	3.0%	29	\$ 160	4.83	142
Other	4.5%	44	\$ 114	18.20	804
Total	100.0%	977	\$ 146	8	7,403
Paid Lodging Sub-Total		977	\$ 146	7.58	7,403

Lodging	Prior to Rodeo	During Rodeo	Total
Visitors in Paid Lodging in Greater Houston	915	977	
Average nightly rate per person	\$ 146	\$ 146	
Average length of stay (nights)	8.69	7.58	
Total Lodging Spending	\$ 1,162,700	\$ 1,079,679	\$ 2,242,379

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)		Off-Grounds		Total
	Prior to Rodeo	During Rodeo	Prior to Rodeo	During Rodeo	
Visitors			2,571	2,571	2,571
Average daily spending			\$ 41.91	\$ 21.84	\$ 63.75
Average length of stay (days)			1.86	2.85	2.20
Total Food & Beverage	N/A	\$ 98,928	\$ 199,983	\$ 160,138	\$ 360,121

Non-Food Spending	On-Grounds		Off-Grounds		Total
	Prior to Rodeo	During Rodeo	Prior to Rodeo	During Rodeo	
Visitors		2,571	2,571	2,571	2,571
Entertainment (Excluding Rodeo Tickets)			\$ 29.23	\$ 18.23	\$ 47.46
Shopping/Merchandise		\$ 81.34	\$ 63.43	\$ 59.57	\$ 123.00
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 5.55	\$ 7.83	\$ 7.70	\$ 15.53
Fuel for Personal or Rental Cars			\$ 38.36	\$ 34.44	\$ 72.80
Large Purchases		\$ 15.99		\$ 29.75	\$ 29.75
Total Non-Food Spending Per Person		\$ 102.88	\$ 138.84	\$ 149.69	\$ 288.54
Total Non-Food Spending	N/A	\$ 264,463	\$ 356,913	\$ 384,802	\$ 741,715

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	\$ 1,162,700	\$ 1,079,679	\$ 2,242,379
Food & Beverage	\$ 98,928	\$ 360,121	\$ 459,049
Non-Food Spending	\$ 264,463	\$ 741,715	\$ 1,006,178
Total Direct Spending	\$ 1,526,091	\$ 2,181,515	\$ 3,707,606

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - WCBBQ Contest Attendees
Economic Impact**

Category: WCBBQ Contest Attendees
Category Description: Ticketed attendees at the WCBBQ Contest

Number of People

Total Scanned Attendance	176,135	Adjustment for Non-Incremental Visitors	
Average days attended WCBBQ Contest	1.67	Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	13.9%
Total Unique Entries	105,498		
Total Attendees Surveyed	316		
Total Surveyed as a % of Unique Entries	0.3%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	67.5%	71,230	0	N/A	0
Texas but outside Greater Houston	22.6%	23,872	23,872	3,321	20,550
U.S. but outside Texas	8.4%	8,856	8,856	1,232	7,624
Outside U.S.	1.5%	1,540	1,540	214	1,326
Total	100.0%	105,498	34,267	4,768	29,500

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	29,500	59%	17,293
Total	29,500	59%	17,293

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	65%	11,190	\$ 86.73	2.86	2.33	13,702
RV/Camper	0%	-	\$ -	-	-	-
Friend's/Family's Home	29%	5,086	\$ -	3.27	2.14	7,754
Peer-to-Peer	4%	678	\$ 37.50	2.00	2.00	678
Other	2%	339	\$ -	3.00	8.00	127
Total	100%	17,293	\$ 83.91	2.95	2.38	22,260
Paid Lodging Sub-Total		11,868	\$ 83.91	2.81	2.31	14,380

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		11,868	
Average nightly rate per person		\$ 83.91	
Average length of stay (nights)		2.81	
Total Lodging Spending	N/A	\$ 2,796,573	\$ 2,796,573

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		29,500	
Average daily spending		\$ 32.55	
Average length of stay (days)		3.67	
Total Food & Beverage	\$ 379,187	\$ 3,520,912	\$ 3,900,099

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	29,500	29,500	
Entertainment (Excluding Rodeo Tickets)	\$ 5.31	\$ 5.31	
Shopping/Merchandise	\$ 6.12	\$ 6.12	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 10.57	
Fuel for Personal or Rental Cars		\$ 5.24	
Total Non-Food Spending Per Person	\$ 6.12	\$ 27.24	\$ 33.36
Total Non-Food Spending	\$ 180,611	\$ 803,518	\$ 984,129

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 2,796,573	\$ 2,796,573
Food & Beverage	\$ 379,187	\$ 3,520,912	\$ 3,900,099
Non-Food Spending	\$ 180,611	\$ 803,518	\$ 984,129
Total Direct Spending	\$ 559,798	\$ 7,121,003	\$ 7,680,801

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - WCBBQ Contest Teams
Economic Impact**

Category: WCBBQ Contest Teams
Category Description: Teams participating in the WCBBQ Contest.

Number of People

Registered Teams	251
Average People per Team	20.02
Total Attendees	5,024
Total Attendees Surveyed	3,743
Total Surveyed as a % of Unique Entries	74.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	73.4%	3,687	0
Texas but outside Greater Houston	23.0%	1,154	1,154
U.S. but outside Texas	2.6%	129	129
International	1.1%	54	54
Total	100.0%	5,024	1,337

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,337	94.6%	1,265
Total	1,337	94.6%	1,265

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	87.0%	1,101	\$ 145.48	4.26	1.74	2,689
RV/Camper	5.8%	73	\$ 19.54	3.10	2.15	106
Friend's/Family's Home	2.3%	29		1.30	1.60	24
Peer-to-Peer	4.2%	53	\$ 206.22	4.00	2.81	75
Other	0.7%	9	\$ 116.67	2.33	3.00	7
Total	100.0%	1,265	\$ 140.39	4.10	1.82	2,901
Paid Lodging Sub-Total		1,236	\$ 140.39	4.17	1.82	2,877

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,236	
Average nightly rate per person		\$ 140.39	
Average length of stay (nights)		4.17	
Total Lodging Spending	N/A	\$ 723,072	\$ 723,072

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,337	
Average daily spending		\$ 24.49	
Average length of stay (days)		2.80	
Total Food & Beverage	\$ 67,673	\$ 91,510	\$ 159,183

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	1,337	1,337	1,337
Entertainment (Excluding Rodeo Tickets)	\$ 198.56		
Shopping/Merchandise	\$ 208.30		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 97.88		
Fuel for Personal or Rental Cars	\$ 199.53		
Total Non-Food Spending Per Person	\$ 81.00	\$ 704.27	\$ 785.27
Total Non-Food Spending	\$ 108,291	\$ 941,518	\$ 1,049,809

Team Spending	On-Grounds	Off-Grounds	Total
Contest Teams	251	251	
Food for Cooking	\$ 657	\$ 6,020	
Supplies		\$ 2,783	
Tent, furniture and fixtures rental		\$ 4,770	
Catering	\$ 103	\$ 306	
Utilities	\$ 412	\$ 909	
Entertainment	\$ 778	\$ 3,054	
Private Security	\$ 416	\$ 1,226	
Wood	\$ 32	\$ 283	
Other		\$ 1,579	
Total Spending per Team	\$ 2,398	\$ 20,930	\$ 23,328
Total Team Spending	\$ 601,913	\$ 5,253,317	\$ 5,855,230

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 723,072	\$ 723,072
Food & Beverage	\$ 67,673	\$ 91,510	\$ 159,183
Non-Food Spending	\$ 710,204	\$ 6,194,835	\$ 6,905,039
Total Direct Spending	\$ 777,877	\$ 7,009,417	\$ 7,787,294

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Wildlife Expo Exhibitors
Economic Impact**

Category: Wildlife Expo Exhibitors
Category Description: Exhibitors at the Wildlife Expo.

Number of People

Total Unique Registered Exhibitors	21
Average people per Exhibitor	5.23
Total Attendees	110
Total Attendees Surveyed	68
Total Surveyed as a % of Unique Entries	61.9%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	58.8%	65	0
Texas but outside Greater Houston	36.8%	40	40
U.S. but outside Texas	4.4%	5	5
International	0.0%	0	0
Total	100.0%	110	45

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	45	35.7%	16
Total	45	35.7%	16

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	91.7%	15	\$ 86.82	5.00	1.57	47
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	8.3%	1	-	5.00	1.00	7
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	16	\$ 86.82	5.00	1.52	54
Paid Lodging Sub-Total		15	\$ 86.82	5.00	1.57	47

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		15	
Average nightly rate per person		\$ 86.82	
Average length of stay (nights)		5.00	
Total Lodging Spending	N/A	\$ 6,428	\$ 6,428

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		45	
Average daily spending		\$ 11.57	
Average length of stay (days)		2.94	
Total Food & Beverage	\$ 2,306	\$ 1,541	\$ 3,847

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	45	45	45
Entertainment (Excluding Rodeo Tickets)		\$ 5.56	
Shopping/Merchandise	\$ 32.41	\$ 8.33	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ -	
Fuel for Personal or Rental Cars		\$ 40.00	
Total Non-Food Spending Per Person	\$ 32.41	\$ 53.89	\$ 86.30
Total Non-Food Spending	\$ 1,466	\$ 2,437	\$ 3,903

Spending	On-Grounds	Off-Grounds	Total
Exhibitors	21	21	
Booth Supplies		\$ 273	
Labor		\$ 246	
Other	\$ -	\$ 2	
Total Spending per Exhibitor	\$ -	\$ 521	\$ 521
Total Spending	\$ -	\$ 10,941	\$ 10,941

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 6,428	\$ 6,428
Food & Beverage	\$ 2,306	\$ 1,541	\$ 3,847
Non-Food Spending	\$ 1,466	\$ 13,378	\$ 14,844
Total Direct Spending	\$ 3,771	\$ 21,348	\$ 25,119

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Young Guns Participants
Economic Impact**

Category: Young Guns Participants
Category Description: Youth sporting clay competition hosted as part of the Rodeo's ranching and wildlife program. This category includes participants and others attending with them.

Number of People

Total Unique Registered Entries	445
Average party size (inclusive of entries)	6.37
Total Attendees	2,832
Total Attendees Surveyed	481
Total Surveyed as a % of Unique Entries	17.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	27.7%	783	0
Texas but outside Greater Houston	72.3%	2,049	2,049
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	2,832	2,049

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,049	59.7%	1,224
Total	2,049	59.7%	1,224

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	69.9%	855	\$ 45.48	1.77	2.68	566
RV/Camper	3.4%	42	\$ -	2.00	5.00	17
Friend's/Family's Home	12.3%	151	\$ -	1.56	3.00	78
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	14.4%	176	\$ -	-	-	-
Total	100.0%	1,224	\$ 45.48	1.50	2.82	661
Paid Lodging Sub-Total		855	\$ 45.48	1.77	2.68	566

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		855	
Average nightly rate per person		\$ 45.48	
Average length of stay (nights)		1.77	
Total Lodging Spending	N/A	\$ 69,026	\$ 69,026

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds	Off-Grounds	Total
Visitors		2,049	
Average daily spending		\$ 47.98	
Average length of stay (days)		1.76	
Total Food & Beverage	N/A	\$ 173,043	\$ 173,043

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		2,049	2,049
Entertainment (Excluding Rodeo Tickets)	\$ 10.08		
Shopping/Merchandise	\$ 58.65		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 2.59		
Fuel for Personal or Rental Cars	\$ 101.12		
Total Non-Food Spending Per Person		\$ 172.44	\$ 172.44
Total Non-Food Spending	N/A	\$ 353,374	\$ 353,374

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging		\$ 69,026	\$ 69,026
Food & Beverage	N/A	\$ 173,043	\$ 173,043
Non-Food Spending		\$ 353,374	\$ 353,374
Total Direct Spending	N/A	\$ 595,443	\$ 595,443

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - HLSR Expenditures**

HLSR Expenditures For Production and Presentation of the Rodeo

	Total (Activity)	Visitor Funded Portion (Impact)
Salaries	\$ 12,520,740	\$ 3,335,851
Rodeo Production	\$ 13,671,381	\$ 3,642,412
Contract, insurance and professional services	\$ 14,579,393	\$ 3,884,330
Equipment and facility expenses	\$ 11,443,540	\$ 3,048,857
Repairs and maintenance	\$ 1,139,296	\$ 303,538
Food and beverage purchases not for resale	\$ 1,870,675	\$ 498,397
Printing, advertising, awards, badges and promotional items	\$ 9,702,864	\$ 2,585,095
Supplies and consumables	\$ 2,208,777	\$ 588,476
Shipping, Licenses, fees, and other expenses	\$ 1,300,616	\$ 346,518
Total	\$ 68,437,282	\$ 18,233,472



Attachment B: Economic Activity Summary Forms

Houston Livestock Show and Rodeo Economic Impact Study - 2019 Economic Activity Summary

Economic Activity - 2019 Houston Livestock Show and Rodeo

Spending Category	SPENDING EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 50,108,735	\$ 18,119,319	\$ 24,518,204	\$ 92,746,258
Food & Beverage	\$ 73,066,847	\$ 40,340,206	\$ 30,965,730	\$ 144,372,784
Shopping / Merchandise	\$ 25,312,383	\$ 6,834,122	\$ 6,148,233	\$ 38,294,738
Entertainment	\$ 2,512,063	\$ 1,307,278	\$ 1,403,490	\$ 5,222,830
Farm and Ranch Related	\$ 6,958,065	\$ 2,191,776	\$ 3,016,153	\$ 12,165,994
Ground Transportation	\$ 7,379,026	\$ 3,642,398	\$ 3,053,475	\$ 14,074,899
Event Spending	\$ 78,017,080	\$ 2,482,019	\$ 4,089,055	\$ 84,588,155
Total	\$ 243,354,199	\$ 74,917,118	\$ 73,194,340	\$ 391,465,658

Fiscal Effects from Economic Activity - 2019 Houston Livestock Show and Rodeo

	FISCAL EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 7,516,310			
Food & Beverage	\$ 5,297,346			
Shopping / Merchandise	\$ 1,835,148			
Entertainment	\$ 182,125			
Farm and Ranch Related	\$ 504,460			
Ground Transportation	\$ 534,979			
Event Spending	\$ 694,535			
Total	\$ 16,564,904	\$ 648,361	\$ 2,415,957	\$ 19,629,222

Jobs Supported	EMPLOYMENT EFFECTS			
	Direct	Indirect	Induced	Total
	3,694	1,690	535	5,918

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Summary of Economic Activity Statements**

Spending Category	Spending Summary Category	Agricultural Mechanics Contestants	Commercial Exhibitors	Concert Artists & Crew	HLSR Contractors	Horse Show Exhibitors	International Week Attendees	Judges (Horse/Livestock)	Judging Contest Contestants	Junior Show Exhibitors
Lodging	Lodging	\$ 1,038,019	\$ 1,561,667	\$ 302,738	\$ 273,521	\$ 683,108	\$ 1,409,149	\$ 75,322	\$ 390,027	\$ 16,418,391
Food, Beverage and Alcohol	Food & Beverage	\$ 1,882,240	\$ 1,695,538	\$ 110,660	\$ 1,391,023	\$ 287,754	\$ 786,372	\$ 74,882	\$ 1,220,173	\$ 10,607,653
Shopping	Shopping / Merchandise	\$ 957,120	\$ 603,246	\$ -	\$ 172,015	\$ 113,040	\$ 600,975	\$ 48,579	\$ 608,257	\$ 2,528,001
Entertainment	Entertainment	\$ 336,152	\$ 85,230	\$ -	\$ 114,157	\$ 23,209	\$ 63,264	\$ 5,280	\$ 114,634	\$ 251,955
Ground Transportation	Ground Transportation	\$ 23,474	\$ 127,202	\$ -	\$ 3,091	\$ 5,570	\$ 87,130	\$ 9,880	\$ 447,724	\$ 75,149
Fuel	Ground Transportation	\$ 803,430	\$ 333,618	\$ -	\$ 20,330	\$ 35,743	\$ 51,953	\$ 7,503	\$ 375,552	\$ 1,942,131
Laundry	Event Spending	\$ -	\$ -	\$ -	\$ 4,568	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 70,209	\$ 2,109,480	\$ -	\$ -	\$ -
Livestock Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 1,629	\$ -	\$ 1,863,168	\$ -	\$ -	\$ -
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 44,653	\$ 315,494	\$ -	\$ -	\$ -
Livestock Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 323,124	\$ -	\$ -	\$ -
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,457,843
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 24,177	\$ 444,075	\$ -	\$ 111,607	\$ 14,084	\$ 158,634	\$ -	\$ 33,330	\$ 789,416
Booth Setup	Event Spending	\$ -	\$ 556,440	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Booth Supplies	Event Spending	\$ 47,053	\$ 1,640,483	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,553	\$ -
Booth Storage	Event Spending	\$ -	\$ 197,485	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Business Related Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 3,263	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ 109,099	\$ -	\$ -	\$ -	\$ -	\$ -
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ 102,353	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 26	\$ -	\$ 206	\$ -	\$ -	\$ -
RV	Shopping / Merchandise	\$ -	\$ -	\$ -	\$ 120,000	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 5,111,664	\$ 7,347,337	\$ 413,398	\$ 2,324,330	\$ 1,277,372	\$ 7,768,948	\$ 221,445	\$ 3,213,251	\$ 34,070,540

Spending Category	Spending Summary Category	Open Livestock Show Exhibitors	Rodeo Attendees	Rodeo Competition Contestants	Sponsors	Volunteers	WCBBQ Contest Attendees	WCBBQ Contest Teams	Wildlife Expo Exhibitors	Young Guns Participants	Total
Lodging	Lodging	\$ 543,268	\$ 11,063,300	\$ 114,406	\$ 549,109	\$ 9,219,547	\$ 4,086,759	\$ 2,294,275	\$ 5,570	\$ 80,559	\$ 50,108,735
Food, Beverage and Alcohol	Food & Beverage	\$ 550,028	\$ 44,627,006	\$ 773,460	\$ 348,091	\$ 1,909,168	\$ 6,277,831	\$ 343,559	\$ 8,366	\$ 173,043	\$ 73,066,847
Shopping	Shopping / Merchandise	\$ 130,039	\$ 5,874,838	\$ 657,860	\$ -	\$ 525,282	\$ 499,376	\$ 557,447	\$ 3,204	\$ 120,182	\$ 13,999,461
Entertainment	Entertainment	\$ 19,973	\$ 787,578	\$ 145,738	\$ -	\$ 122,006	\$ 156,530	\$ 265,444	\$ 251	\$ 20,662	\$ 2,512,063
Ground Transportation	Ground Transportation	\$ 6,588	\$ 497,046	\$ 105,051	\$ 3,942	\$ 54,170	\$ 311,855	\$ 193,125	\$ -	\$ 5,310	\$ 1,956,308
Fuel	Ground Transportation	\$ 59,212	\$ 743,801	\$ 232,013	\$ -	\$ 187,134	\$ 154,523	\$ 266,747	\$ 1,809	\$ 207,219	\$ 5,422,718
Laundry	Event Spending	\$ -	\$ -	\$ 25,914	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,482
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,179,688
Livestock Purchases	Farm and Ranch Related	\$ 366,293	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,231,089
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 360,147
Livestock Equipment	Farm and Ranch Related	\$ 359,381	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 682,504
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ 46,793	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 46,793
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,457,843
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 33,592	\$ 9,058,901	\$ 11,240	\$ -	\$ 117,586	\$ -	\$ 396,231	\$ 48	\$ -	\$ 11,192,923
Booth Setup	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,197,278	\$ -	\$ -	\$ 1,753,718
Booth Supplies	Event Spending	\$ -	\$ -	\$ -	\$ 584,456	\$ -	\$ -	\$ 2,374,614	\$ 5,723	\$ -	\$ 4,675,883
Booth Storage	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 197,485
Business Related Expenses	Event Spending	\$ -	\$ -	\$ 42,904	\$ 760,535	\$ -	\$ -	\$ 1,555,666	\$ 5,169	\$ -	\$ 2,367,536
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 109,099
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 331,440	\$ -	\$ -	\$ 433,793
Medical Expenses	Event Spending	\$ -	\$ -	\$ 11,571	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,803
RV	Shopping / Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 120,000
Total		\$ 2,068,373	\$ 72,652,469	\$ 2,166,948	\$ 2,246,132	\$ 12,134,892	\$ 11,486,874	\$ 9,775,828	\$ 30,141	\$ 606,976	\$ 174,916,918

Spending Summary Category	Total
Lodging	\$ 50,108,735
Food & Beverage	\$ 73,066,847
Entertainment	\$ 2,512,063
Shopping / Merchandise	\$ 25,312,383
Farm and Ranch Related	\$ 6,958,065
Ground Transportation	\$ 7,379,026
Event Spending	\$ 9,579,799
Total	\$ 174,916,918

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Agricultural Mechanical Contestants
Economic Activity**

Category: Agricultural Mechanical Contestants
Category Description: Participants in the Ag Mechanical competition, related FFA Instructors or 4-H Agents and their friends and family.

Number of People

Total Unique Registered Teams	811
Average people per Registered Team	12.55
Total Attendees	10,176
Total Attendees Surveyed	639
Total Surveyed as a % of Unique Entries	6.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	7.8%	796	796
Texas but outside Greater Houston	92.2%	9,380	9,380
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	10,176	10,176

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	796	0.0%	0
Visitors	9,380	86.1%	8,076
Total	10,176	79.4%	8,076

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	89.6%	7,239	\$ 46.79	3.04	2.47	8,918
RV/Camper	1.4%	112	\$ 26.25	2.75	4.00	77
Friend's/Family's Home	7.4%	600		0.28	7.80	21
Peer-to-Peer	0.7%	56	\$ -	7.00	4.00	98
Other	0.9%	70	\$ -	-	-	-
Total	100.0%	8,076	\$ 46.48	2.83	2.90	9,114
Paid Lodging Sub-Total		7,351	\$ 46.48	3.04	2.49	8,995

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		7,351	
Average nightly rate per person		\$ 46.48	
Average length of stay (nights)		3.04	
Total Lodging Spending	N/A	\$ 1,038,019	\$ 1,038,019

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		9,380	
Average daily spending		\$ 28.59	
Average length of stay (days)		4.45	
Total Food & Beverage	\$ 687,537	\$ 1,194,703	\$ 1,882,240

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	10,176	9,380	9,380
Entertainment (Excluding Rodeo Tickets)		\$ 35.84	
Shopping/Merchandise	\$ 46.81	\$ 51.26	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 0.47	\$ 1.99	
Fuel for Personal or Rental Cars		\$ 85.66	
Total Non-Food Spending Per Person	\$ 47.28	\$ 174.75	\$ 222.03
Total Non-Food Spending	\$ 481,079	\$ 1,639,096	\$ 2,120,175

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Agricultural Mechanical Teams	811	811	
Supplies	\$ 22	\$ 37	
Other 1	\$ 1	\$ 29	
Other 2	\$ -	\$ -	
Total Spending per Team	\$ 22	\$ 65	\$ 88
Total Exhibitor Spending	\$ 18,209	\$ 53,021	\$ 71,230

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,038,019	\$ 1,038,019
Food & Beverage	\$ 687,537	\$ 1,194,703	\$ 1,882,240
Non-Food Spending	\$ 499,288	\$ 1,692,117	\$ 2,191,406
Total Direct Spending	\$ 1,186,825	\$ 3,924,839	\$ 5,111,664

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Commercial Exhibitors
Economic Activity**

Category: Commercial Exhibitors
Category Description: Commercial exhibitors with an on-site presence at the Rodeo, including their employees, friends and family.

Number of People

Total Unique Registered Exhibitors	334
Average people with Exhibitors	7.79
Total Attendees	2,602
Total Attendees Surveyed	1,348
Total Surveyed as a % of Unique Entries	51.8%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	43.6%	1,135	1,135
Texas but outside Greater Houston	33.3%	867	867
U.S. but outside Texas	20.8%	543	543
International	2.2%	58	58
Total	100.0%	2,602	2,602

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	1,135	12.8%	145
Visitors	1,467	84.3%	1,237
Total	2,602	53.1%	1,382

Where Visitors Stay in Greater Houston	% In Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	31.3%	433	\$ 77.11	15.83	1.69	4,062
RV/Camper	8.8%	122	\$ 24.68	23.55	2.71	1,062
Friend's/Family's Home	15.8%	219		4.85	2.94	362
Peer-to-Peer	30.0%	414	\$ 58.78	25.71	2.75	3,881
Other	14.0%	194	\$ 48.11	28.58	5.02	1,104
Total	100.0%	1,382	\$ 60.25	19.52	2.76	10,470
Paid Lodging Sub-Total		1,163	\$ 60.25	22.29	2.73	10,108

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,163	
Average nightly rate per person		\$ 60.25	
Average length of stay (nights)		22.29	
Total Lodging Spending	N/A	\$ 1,561,667	\$ 1,561,667

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		1,467	
Average daily spending		\$ 31.62	
Average length of stay (days)		17.76	
Total Food & Beverage	\$ 871,532	\$ 824,006	\$ 1,695,538

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	2,602	1,467	1,467
Entertainment (Excluding Rodeo Tickets)		\$ 58.09	
Shopping/Merchandise	\$ 148.91	\$ 147.02	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 6.93	\$ 74.40	
Fuel for Personal or Rental Cars		\$ 227.37	
Total Non-Food Spending Per Person	\$ 155.83	\$ 506.88	\$ 662.72
Total Non-Food Spending	\$ 405,559	\$ 743,737	\$ 1,149,296

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Commercial Exhibitors	334	334	
Booth Setup Costs	\$ 1,666		
Exhibit Supplies	\$ 2,417	\$ 2,495	
Annual Booth Storage Costs		\$ 591	
Utilities	\$ 306		
Other	\$ 1,121	\$ 208	
Total Exhibitor Spending per Exhibitor	\$ 5,511	\$ 3,294	\$ 8,805
Total Company Spending	\$ 1,840,521	\$ 1,100,315	\$ 2,940,836

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,561,667	\$ 1,561,667
Food & Beverage	\$ 871,532	\$ 824,006	\$ 1,695,538
Non-Food Spending	\$ 2,246,080	\$ 1,844,053	\$ 4,090,132
Total Direct Spending	\$ 3,117,611	\$ 4,229,725	\$ 7,347,337

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Concert Artists and Crew
Economic Activity**

Category: Concert Artists and Crew
Category Description: Concert artists and crew for shows performed inside NRG Stadium. Includes friends, family, managers and others travelling with the artists.

Number of People

Total Bands	61
Average party size	18.24
Total Attendees	1,112
Total Attendees Surveyed	986
Total Surveyed as a % of Unique Entries	88.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	6%	68	68
Texas but outside Greater Houston	35%	388	388
U.S. but outside Texas	59%	656	656
Total	100%	1,112	1,112

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	68	11.1%	8
Visitors	1,044	51%	530
Total	1,112	48%	538

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	538	\$ 300.23	1.88	1.62	616
RV/Camper	-	-	\$ -	-	-	-
Friend's/Family's Home	-	-	\$ -	-	-	-
Peer-to-Peer	-	-	\$ -	-	-	-
Other	-	-	\$ -	-	-	-
Total	100%	538	\$ 300.23	1.88	1.62	616
Paid Lodging Sub-Total		538	\$ 300.23	1.88	1.62	616

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		538	
Average nightly rate per person		\$ 300.23	
Average length of stay (nights)		1.88	
Total Lodging Spending	N/A	\$ 302,738	\$ 302,738

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,044	
Average daily spending		\$ 72.46	
Average length of stay (days)		1.46	
Total Food & Beverage	\$ -	\$ 110,660	\$ 110,660

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 302,738	\$ 302,738
Food & Beverage	\$ -	\$ 110,660	\$ 110,660
Non-Food Spending	\$ -	\$ -	\$ -
Total Direct Spending	\$ -	\$ 413,398	\$ 413,398

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - HLSR Contractors
Economic Activity**

Category: HLSR Contractors
Category Description: Contractors hired to produce the Rodeo.

Number of People

Total People	667
Average party size	1.34
Total Attendees	891
Total Attendees Surveyed	891
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13%	118	3
Texas but outside Greater Houston	11%	96	96
U.S. but outside Texas	75%	667	667
International	1%	10	10
Total	100%	891	776

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	3	66.7%	2
Visitors	773	79%	614
Total	776	79%	616

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	22%	136	\$ 107.66	12.96	1.20	1,469
RV/Camper	72%	445	\$ -	42.00	-	-
Friend's/Family's Home	1%	5	\$ -	2.00	1.67	6
Peer-to-Peer	1%	5	\$ 90.00	22.00	1.67	66
Apartment	4%	25	\$ 17.61	42.00	2.50	420
Total	100%	616	\$ 93.57	35.10	1.42	1,961
Paid Lodging Sub-Total		166	\$ 93.57	17.61	1.41	1,955

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		166	
Average nightly rate per person		\$ 93.57	
Average length of stay (nights)		17.61	
Total Lodging Spending	N/A	\$ 273,521	\$ 273,521

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		891	
Average daily spending		\$ 87.51	
Average length of stay (days)		17.61	
Total Food & Beverage	\$ 17,977	\$ 1,373,046	\$ 1,391,023

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	891	891	891
Entertainment (Excluding Rodeo Tickets)	\$ 128.12		
Shopping	\$ 182.12		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 0.34		
Fuel for Personal or Rental Cars	\$ 22.82		
Livestock	\$ 0.19		
Medical	\$ 0.03		
Business expenses	\$ 0.61		
Laundry	\$ 5.13		
Equipment Purchased		\$ 111,607	
RV Purchased		\$ 120,000	
Equipment Repair		\$ 109,099	
Total Non-Food Spending Per Person	\$ 18.76	\$ 339.35	\$ 358.11
Total Non-Food Spending	\$ 16,716	\$ 643,069	\$ 659,785

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 273,521	\$ 273,521
Food & Beverage	\$ 17,977	\$ 1,373,046	\$ 1,391,023
Non-Food Spending	\$ 16,716	\$ 643,069	\$ 659,785
Total Direct Spending	\$ 34,693	\$ 2,289,636	\$ 2,324,330

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Horse Show Exhibitors
Economic Activity**

Category: Horse Show Exhibitors
Category Description: Exhibitors in the Horse Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,194
Average party size (inclusive of registrants)	3.24
Total Attendees	3,868
Total Attendees Surveyed	447
Total Surveyed as a % of Unique Entries	11.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	38.2%	1,478	1,478
Texas but outside Greater Houston	59.0%	2,282	2,282
U.S. but outside Texas	2.8%	108	108
International	0.0%	0	0
Total	100.0%	3,868	3,868

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	1,478	30.8%	456
Visitors	2,391	66.5%	1,589
Total	3,868	52.9%	2,045

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	77.1%	1,577	\$ 114.21	2.88	2.24	2,030
RV/Camper	3.8%	78	\$ 35.00	4.80	1.67	225
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	16.8%	343	\$ 150.00	2.20	1.67	453
Other	2.3%	47	\$ 83.33	4.00	3.00	62
Total	100.0%	2,045	\$ 116.49	2.87	2.14	2,771
Paid Lodging Sub-Total		2,045	\$ 116.49	2.87	2.14	2,771

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,045	
Average nightly rate per person		\$ 116.49	
Average length of stay (nights)		2.87	
Total Lodging Spending	N/A	\$ 683,108	\$ 683,108

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,391	
Average daily spending		\$ 18.40	
Average length of stay (days)		3.71	
Total Food & Beverage	\$ 124,499	\$ 163,255	\$ 287,754

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	3,868	2,391	2,391
Entertainment (Excluding Rodeo Tickets)		\$ 9.71	
Shopping/Merchandise	\$ 20.67	\$ 13.83	
Horse Purchases (including animals, semen and embryos)	\$ -	\$ 29.37	
Horse and Ranch Equipment (including tractors and trailers)	\$ 2.24	\$ 15.05	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.33	
Fuel for Personal or Rental Cars		\$ 14.95	
Other Purchases	\$ 0.64	\$ 4.85	
Large Items Purchased (over \$2,000)	\$ -	\$ -	
Total Non-Food Spending Per Person	\$ 23.56	\$ 90.10	\$ 113.65
Total Non-Food Spending	\$ 91,125	\$ 215,384	\$ 306,509

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 683,108	\$ 683,108
Food & Beverage	\$ 124,499	\$ 163,255	\$ 287,754
Non-Food Spending	\$ 91,125	\$ 215,384	\$ 306,509
Total Direct Spending	\$ 215,624	\$ 1,061,747	\$ 1,277,372

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - International Week Attendees
Economic Activity**

Category: International Week Attendees
Category Description: Attendees that registered for the International Room hosted by HLSR during International Week.

Number of People

Total Unique Registered Attendees	2,592
Total Attendees Surveyed	1,257
Total Surveyed as a % of Unique Entries	48.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	0.0%	0	0
U.S. but outside Texas	0.0%	0	0
International	100.0%	2,592	2,592
Total	100.0%	2,592	2,592

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,592	88.5%	2,293
Total	2,592	88.5%	2,293

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	94.9%	2,177	\$ 95.88	6.54	2.15	6,619
RV/Camper	0.2%	5	\$ 25.00	-	2.00	-
Friend's/Family's Home	0.3%	7	-	14.00	3.00	32
Peer-to-Peer	3.5%	81	\$ 73.17	5.37	3.19	137
Other	1.0%	23	\$ 100.00	7.00	3.00	54
Total	100.0%	2,293	\$ 94.97	6.51	2.20	6,842
Paid Lodging Sub-Total		2,286	\$ 94.97	6.49	2.20	6,810

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,286	
Average nightly rate per person		\$ 94.97	
Average length of stay (nights)		6.49	
Total Lodging Spending	N/A	\$ 1,409,149	\$ 1,409,149

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,592	
Average daily spending		\$ 37.75	
Average length of stay (days)		6.22	
Total Food & Beverage	\$ 177,422	\$ 608,950	\$ 786,372

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,592	2,592	2,592
Entertainment (Excluding Rodeo Tickets)	\$ 24.41		
Shopping/Merchandise	\$ 106.14		
Horse Purchases (including animals, semen and embryos)	\$ 652.86		
Horse and Ranch Equipment (including tractors and trailers)	\$ 47.85		
Livestock Purchases (including animals, semen and embryos)	\$ 364.00		
Livestock Equipment (including scales, panels, tractors and trail)	\$ 69.37		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 33.61		
Fuel for Personal or Rental Cars	\$ 20.04		
Medical expenditures	\$ 0.08		
Other Purchases	\$ 28.19		
Large Items Purchased (over \$2,000)	\$ 26.65		
Total Non-Food Spending Per Person	\$ 777.03	\$ 1,373.21	\$ 2,150.24
Total Non-Food Spending	\$ 2,014,069	\$ 3,559,358	\$ 5,573,427

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,409,149	\$ 1,409,149
Food & Beverage	\$ 177,422	\$ 608,950	\$ 786,372
Non-Food Spending	\$ 2,014,069	\$ 3,559,358	\$ 5,573,427
Total Direct Spending	\$ 2,191,490	\$ 5,577,458	\$ 7,768,948

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Judges (Horse/Livestock)
Economic Activity**

Category: Judges (Horse/Livestock)
Category Description: Judges for Horse and Livestock Shows.

Number of People

Total Registered Judges	100
Average party size (inclusive of Judges)	4.05
Total Attendees	405
Total Attendees Surveyed	85
Total Surveyed as a % of Unique Entries	21.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	27.1%	110	110
Texas but outside Greater Houston	40.0%	162	162
U.S. but outside Texas	32.9%	133	133
International	0.0%	0	0
Total	100.0%	405	405

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	110	91.4%	100
Visitors	295	81.5%	241
Total	405	84.2%	341

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	87.2%	297	\$ 48.60	4.53	1.93	698
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	3.5%	12	\$ -	4.00	1.00	48
Peer-to-Peer	9.3%	32	\$ 42.50	7.00	2.00	111
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	341	\$ 48.01	4.74	1.90	857
Paid Lodging Sub-Total		329	\$ 48.01	4.77	1.94	809

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		329	
Average nightly rate per person		\$ 48.01	
Average length of stay (nights)		4.77	
Total Lodging Spending	N/A	\$ 75,322	\$ 75,322

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		295	
Average daily spending		\$ 29.44	
Average length of stay (days)		4.12	
Total Food & Beverage	\$ 39,077	\$ 35,805	\$ 74,882

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	405	295	295
Entertainment (Excluding Rodeo Tickets)	\$ -	\$ 17.88	
Shopping/Merchandise	\$ 95.18	\$ 34.06	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 7.53	\$ 23.14	
Fuel for Personal or Rental Cars	\$ -	\$ 25.41	
Total Non-Food Spending Per Person	\$ 102.71	\$ 100.49	\$ 203.20
Total Non-Food Spending	\$ 41,571	\$ 29,670	\$ 71,241

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 75,322	\$ 75,322
Food & Beverage	\$ 39,077	\$ 35,805	\$ 74,882
Non-Food Spending	\$ 41,571	\$ 29,670	\$ 71,241
Total Direct Spending	\$ 80,649	\$ 140,796	\$ 221,445

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Judging Contest Contestants
Economic Activity**

Category: Judging Contest Contestants
Category Description: Participants in the Judging Contests, related FFA Instructors or 4-H Agents and their friends or family.

Number of People

Total Unique Registered Schools	522
Average People with Registered School	14.08
Total Attendees	7,350
Total Attendees Surveyed	5,376
Total Surveyed as a % of Unique Entries	73.1%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	28.4%	2,087	2,087
Texas but outside Greater Houston	64.8%	4,759	4,759
U.S. but outside Texas	6.8%	503	503
International	0.0%	0	0
Total	100.0%	7,350	7,350

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	2,087	9.9%	207
Visitors	5,262	57.6%	3,033
Total	7,350	44.1%	3,240

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	92.6%	3,000	\$ 43.33	2.96	2.54	3,500
RV/Camper	0.4%	13	\$ -	2.73	-	-
Friend's/Family's Home	4.3%	139	\$ -	1.61	2.21	102
Peer-to-Peer	2.1%	67	\$ 28.20	2.64	4.11	43
Other	0.6%	20	\$ -	-	-	-
Total	100.0%	3,240	\$ 43.00	2.88	2.56	3,644
Paid Lodging Sub-Total		3,067	\$ 43.00	2.96	2.58	3,543

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		3,067	
Average nightly rate per person		\$ 43.00	
Average length of stay (nights)		2.96	
Total Lodging Spending	N/A	\$ 390,027	\$ 390,027

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		5,262	
Average daily spending		\$ 29.64	
Average length of stay (days)		4.22	
Total Food & Beverage	\$ 562,380	\$ 657,794	\$ 1,220,173

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	7,350	5,262	5,262
Entertainment (Excluding Rodeo Tickets)		\$ 21.78	
Shopping/Merchandise	\$ 56.59	\$ 36.55	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 41.85	\$ 26.63	
Fuel for Personal or Rental Cars		\$ 71.36	
Total Non-Food Spending Per Person	\$ 98.45	\$ 156.32	\$ 254.77
Total Non-Food Spending	\$ 723,527	\$ 822,640	\$ 1,546,167

Spending	On-Grounds	Off-Grounds	Total
Schools	522	374	
Supplies	\$ 15	\$ 42	
Other1	\$ 6	\$ 58	
Other2	\$ 0	\$ 23	
Total Spending per School	\$ 21	\$ 123	\$ 144
Total Spending	\$ 10,942	\$ 45,942	\$ 56,884

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 390,027	\$ 390,027
Food & Beverage	\$ 562,380	\$ 657,794	\$ 1,220,173
Non-Food Spending	\$ 734,469	\$ 868,582	\$ 1,603,050
Total Direct Spending	\$ 1,296,848	\$ 1,916,403	\$ 3,213,251

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Junior Show Exhibitors
Economic Activity**

Category: Junior Show Exhibitors
Category Description: Participants in the Junior Livestock Show, related FFA Instructors or 4-H Agents and their friends or family. Unique trips to the Junior Show counts the number of separate trips made by those participating in the Junior Show.

Number of People

Total Unique Trips to Junior Show	9,060
Average party size (inclusive of registrants)	6.47
Total Attendees	58,584
Total Attendees Surveyed	2,774
Total Surveyed as a % of Unique Entries	4.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	17.0%	9,969	9,969
Texas but outside Greater Houston	83.0%	48,615	48,615
U.S. but outside Texas	0.0%	0	0
Total	100.0%	58,584	58,584

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	9,969	65.4%	6,515
Visitors	48,615	92.9%	45,178
Total	58,584	88.2%	51,694

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	96.0%	49,641	\$ 80.22	3.95	2.87	68,353
RV/Camper	1.0%	513	\$ 31.67	3.19	3.20	511
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	2.7%	1,379	\$ 85.62	4.90	2.77	2,439
Other	0.3%	160	\$ 134.00	4.00	1.50	428
Total	100.0%	51,694	\$ 80.05	3.97	2.86	71,731
Paid Lodging Sub-Total		51,694	\$ 80.05	3.97	2.86	71,731

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		51,694	
Average nightly rate per person		\$ 80.05	
Average length of stay (nights)		3.97	
Total Lodging Spending	N/A	\$ 16,418,391	\$ 16,418,391

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		48,615	
Average daily spending		\$ 26.57	
Average length of stay (days)		4.55	
Total Food & Beverage	\$ 4,731,356	\$ 5,876,298	\$ 10,607,653

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	58,584	48,615	
Entertainment (Excluding Rodeo Tickets)		\$ 5.18	
Non-Livestock Shopping	\$ 34.19	\$ 10.80	
Livestock Show Supplies	\$ 21.81	\$ 3.71	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 1.55	
Fuel for Personal or Rental Cars		\$ 39.95	
Other Purchases		\$ 0.49	
Large Items Purchased (over \$2,000)	\$ 4.74	\$ 10.03	
Total Non-Food Spending Per Person	\$ 60.74	\$ 71.71	
Total Non-Food Spending	\$ 3,558,403	\$ 3,486,092	\$ 7,044,495

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 16,418,391	\$ 16,418,391
Food & Beverage	\$ 4,731,356	\$ 5,876,298	\$ 10,607,653
Non-Food Spending	\$ 3,558,403	\$ 3,486,092	\$ 7,044,495
Total Direct Spending	\$ 8,289,759	\$ 25,780,781	\$ 34,070,540

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Open Livestock Show Exhibitors
Economic Activity**

Category: Open Livestock Show Exhibitors
Category Description: Exhibitors in the Open Livestock Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	852
Average party size (inclusive of registrants)	4.56
Total Attendees	3,888
Total Attendees Surveyed	1,223
Total Surveyed as a % of Unique Entries	31.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	19.9%	775	775
Texas but outside Greater Houston	69.0%	2,683	2,683
U.S. but outside Texas	11.0%	427	427
International	0.1%	3	3
Total	100.0%	3,888	3,888

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	775	31.3%	242
Visitors	3,113	84.9%	2,643
Total	3,888	74.2%	2,886

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	86.9%	2,506	\$ 60.31	3.08	3.02	2,557
RV/Camper	2.8%	82	\$ 25.46	4.68	3.80	101
Friend's/Family's Home	1.2%	35	\$ -	7.00	5.00	49
Peer-to-Peer	7.6%	219	\$ 69.20	3.50	2.63	291
Other	1.5%	43	\$ 135.00	0.45	3.00	7
Total	100.0%	2,886	\$ 61.11	3.17	3.04	3,005
Paid Lodging Sub-Total		2,850	\$ 61.11	3.12	3.01	2,956

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,850	
Average nightly rate per person		\$ 61.11	
Average length of stay (nights)		3.12	
Total Lodging Spending	N/A	\$ 543,268	\$ 543,268

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		3,113	
Average daily spending		\$ 21.82	
Average length of stay (days)		4.23	
Total Food & Beverage	\$ 262,650	\$ 287,378	\$ 550,028

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	3,888	3,113	3,113
Entertainment (Excluding Rodeo Tickets)		\$ 6.42	
Non-Livestock Shopping	\$ 28.47	\$ 6.21	
Livestock Purchases (including animals, semen and embryos)	\$ 87.04	\$ 8.96	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 84.47	\$ 9.95	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.12	
Fuel for Personal or Rental Cars		\$ 19.02	
Other Purchases	\$ 4.52	\$ 0.72	
Large Items Purchased (over \$2,000)	\$ 1.07	\$ 3.09	
Total Non-Food Spending Per Person	\$ 205.57	\$ 56.48	\$ 262.05
Total Non-Food Spending	\$ 799,263	\$ 175,815	\$ 975,078

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 543,268	\$ 543,268
Food & Beverage	\$ 262,650	\$ 287,378	\$ 550,028
Non-Food Spending	\$ 799,263	\$ 175,815	\$ 975,078
Total Direct Spending	\$ 1,061,913	\$ 1,006,461	\$ 2,068,373

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Rodeo Attendees
Economic Activity**

Category: Rodeo Attendees
Category Description: Attendees with tickets for the carnival grounds or the Rodeo/concert.

Number of People

Total Scanned Attendance (All days)	1,882,488	Adjustment for Non-Incremental Visitors	
Average days attended the Rodeo	2.41	Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	9.4%
Total Unique Entries	781,107		
Total Attendees Surveyed	25,475		
Total Surveyed as a % of Unique Entries	3.3%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	80%	625,707	625,707	0	625,707
Texas but outside Greater Houston	14%	111,705	111,705	10,498	101,207
U.S. but outside Texas	5%	36,274	36,274	3,409	32,865
Outside U.S.	1%	7,421	7,421	697	6,723
Total	100%	781,107	781,107	14,605	766,501

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	625,707	3%	18,016
Visitors	140,795	46%	65,155
Total	766,501	11%	83,171

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	49.3%	41,013	\$ 71.17	3.23	2.87	46,192
RV/Camper	2.1%	1,735	\$ 10.95	5.85	2.82	3,604
Friend's/Family's Home	43.3%	35,982	\$ -	3.61	2.95	43,924
Peer-to-Peer	4.2%	3,470	\$ 42.26	6.34	2.87	7,659
Other	1.2%	972	\$ 31.57	3.10	3.00	1,005
Total	100.0%	83,171	\$ 66.01	3.58	2.91	102,384
Paid Lodging Sub-Total		47,189	\$ 66.01	3.55	2.87	58,460

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		47,189	
Average nightly rate per person		\$ 66.01	
Average length of stay (nights)		3.55	
Total Lodging Spending	N/A	\$ 11,063,300	\$ 11,063,300

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		140,795	
Average daily spending		\$ 13	
Average length of stay (days)		4.27	
Total Food & Beverage	\$ 36,790,463	\$ 7,836,543	\$ 44,627,006

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	766,501	140,795	
Entertainment (Excluding Rodeo Tickets)		\$ 5.59	
Shopping/Merchandise	\$ 6.44	\$ 6.66	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 3.53	
Fuel for Personal or Rental Cars		\$ 5.28	
Large Items Purchased (over \$2,000)	\$ 9.85	\$ 10.69	
Total Non-Food Spending Per Person	\$ 16.30	\$ 31.76	\$ 48.05
Total Non-Food Spending	\$ 12,491,041	\$ 4,471,123	\$ 16,962,163

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 11,063,300	\$ 11,063,300
Food & Beverage	\$ 36,790,463	\$ 7,836,543	\$ 44,627,006
Non-Food Spending	\$ 12,491,041	\$ 4,471,123	\$ 16,962,163
Total Direct Spending	\$ 49,281,503	\$ 23,370,966	\$ 72,652,469

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Rodeo Competition Contestants
Economic Activity**

Category: Rodeo Competition Contestants
Category Description: Contestants participating in the Rodeo along with their friends, family and guests.

Number of People

Total Unique Registered Contestants	607
Average party size (inclusive of contestants)	3.85
Total Attendees	2,337
Total Attendees Surveyed	639
Total Surveyed as a % of Unique Entries	27.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13.3%	311	311
Texas but outside Greater Houston	34.6%	808	808
U.S. but outside Texas	47.4%	1,108	1,108
International	4.7%	110	110
Total	100.0%	2,337	2,337

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	311	13.1%	41
Visitors	2,026	74.6%	1,510
Total	2,337	66.4%	1,551

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	44.9%	696	\$ 43.40	2.72	2.23	848
RV/Camper	34.6%	537	\$ 0.16	3.80	2.62	778
Friend's/Family's Home	14.6%	226		0.97	3.06	71
Peer-to-Peer	5.5%	85	\$ 52.17	4.83	2.08	197
Other	0.5%	8	\$ -	-	-	-
Total	100.0%	1,551	\$ 26.36	2.94	2.48	1,894
Paid Lodging Sub-Total		1,318	\$ 26.36	3.29	2.38	1,823

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,318	
Average nightly rate per person		\$ 26.36	
Average length of stay (nights)		3.29	
Total Lodging Spending	N/A	\$ 114,406	\$ 114,406

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds (Visitors Only)	Total
Visitors		2,026	
Average daily spending		\$ 100.73	
Average length of stay (days)		3.42	
Total Food & Beverage	\$ 74,764	\$ 698,696	\$ 773,460

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	2,337	2,026	2,026
Entertainment (Excluding Rodeo Tickets)		\$ 71.94	
Shopping/Merchandise	\$ 104.62	\$ 204.08	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 6.88	\$ 43.92	
Fuel for Personal or Rental Cars		\$ 114.53	
Total Non-Food Spending Per Person	\$ 111.49	\$ 434.47	\$ 545.97
Total Non-Food Spending	\$ 260,516	\$ 880,145	\$ 1,140,661

Contestant Spending	On-Grounds	Off-Grounds	Total
Rodeo Contestants (Visitor Adjusted for Off-Grounds)	607	526	
Truck/Trailer Expenses		\$ 89	
Laundry Service and Dry Cleaning	\$ 7	\$ 41	
Livestock Welfare	\$ 9	\$ 71	
Medical Care	\$ 0	\$ 22	
Other	\$ -	\$ 21	
Total Contestant Spending per Contestant	\$ 16	\$ 244	\$ 261
Total Company Spending	\$ 9,816	\$ 128,605	\$ 138,421

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 114,406	\$ 114,406
Food & Beverage	\$ 74,764	\$ 698,696	\$ 773,460
Non-Food Spending	\$ 270,332	\$ 1,008,750	\$ 1,279,083
Total Direct Spending	\$ 345,096	\$ 1,821,852	\$ 2,166,948

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Sponsors
Economic Activity**

Category:

Sponsors

Category Description:

Companies sponsoring the Rodeo that have a physical presence on-site.

Number of People

Total Unique Registered Sponsors	22
Average people per Sponsor	40.42
Total Attendees	889
Total Attendees Surveyed	485
Total Surveyed as a % of Unique Entries	54.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	59%	521	521
Texas but outside Greater Houston	21%	183	183
U.S. but outside Texas	21%	185	185
Total	100%	889	889

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	521	0.0%	0
Visitors	369	100%	369
Total	889	41%	369

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	369	\$ 95.43	15.61	1.29	2,624
RV/Camper	-	-	\$ -	-	-	-
Friend's/Family's Home	-	-	\$ -	-	-	-
Peer-to-Peer	-	-	\$ -	-	-	-
Other	-	-	\$ -	-	-	-
Total	100%	369	\$ 95.43	15.61	1.29	2,624
Paid Lodging Sub-Total		369	\$ 95.43	15.61	1.29	2,624

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		369	
Average nightly rate per person		\$ 95.43	
Average length of stay (nights)		15.61	
Total Lodging Spending	N/A	\$ 549,109	\$ 549,109

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		889	
Average daily spending		\$ 6.22	
Average length of stay (days)		15.61	
Total Food & Beverage	\$ 261,745	\$ 86,346	\$ 348,091

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 549,109	\$ 549,109
Food & Beverage	\$ 261,745	\$ 86,346	\$ 348,091
Non-Food Spending	\$ 1,348,932	\$ -	\$ 1,348,932
Total Direct Spending	\$ 1,610,677	\$ 635,455	\$ 2,246,132

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Volunteers
Economic Activity**

Category: Volunteers
Category Description: Volunteers at the HLSR.

Number of People

Total Unique Volunteers	35,395
Average people with Volunteers	1.00
Total Volunteers	35,395
Total Volunteers Surveyed	7,752
Total Surveyed as a % of Unique Entries	21.9%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	92.7%	32,824	32,824
Texas but outside Greater Houston	6.5%	2,301	2,301
U.S. but outside Texas	0.7%	260	260
International	0.0%	9	9
Total	100.0%	35,395	35,395

Lodging

Origin	Visitors	Prior to Show		During Show	
		% in Lodging in Greater Houston	Visitors in Lodging	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	32,824	9.6%	3,155	9.1%	2,982
Visitors	2,571	35.6%	915	38.0%	977
Total	35,395	11.5%	4,070	11.2%	3,959

Lodging Prior to the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	80.1%	3,262	\$ 163	4.83	15,750
RV/Camper	7.3%	297	\$ 93	13.61	4,041
Friends/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	7.1%	287	\$ 135	7.29	2,093
Other	5.5%	224	\$ 170	8.80	1,972
Total	100.0%	4,070	\$ 156	5.86	23,856
Paid Lodging Sub-Total		4,070	\$ 156	5.86	23,856

Lodging During the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	75.7%	2,999	\$ 195	5.88	17,619
RV/Camper	8.5%	335	\$ 80	16.02	5,364
Friends/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	8.3%	330	\$ 139	11.48	3,787
Other	7.5%	296	\$ 116	15.67	4,637
Total	100.0%	3,959	\$ 175	8	31,408
Paid Lodging Sub-Total		3,959	\$ 175	7.93	31,408

Lodging	Prior to Rodeo	During Rodeo	Total
Visitors in Paid Lodging in Greater Houston	4,070	3,959	
Average nightly rate per person	\$ 156	\$ 175	
Average length of stay (nights)	5.86	7.93	
Total Lodging Spending	\$ 3,733,267	\$ 5,486,280	\$ 9,219,547

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)		Off-Grounds		Total
	Prior to Rodeo	During Rodeo	Prior to Rodeo	During Rodeo	
Visitors			2,571	2,571	2,571
Average daily spending			\$ 41.91	\$ 21.84	\$ 63.75
Average length of stay (days)			1.86	2.85	2.20
Total Food & Beverage	N/A	\$ 1,549,047	\$ 199,983	\$ 160,138	\$ 360,121

Non-Food Spending	On-Grounds		Off-Grounds		Total
	Prior to Rodeo	During Rodeo	Prior to Rodeo	During Rodeo	
Visitors		35,395	2,571	2,571	2,571
Entertainment (Excluding Rodeo Tickets)			\$ 29.23	\$ 18.23	\$ 47.46
Shopping/Merchandise		\$ 5.91	\$ 63.43	\$ 59.57	\$ 123.00
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 0.40	\$ 7.83	\$ 7.70	\$ 15.53
Fuel for Personal or Rental Cars			\$ 38.36	\$ 34.44	\$ 72.80
Large Purchases		\$ 1.16		\$ 29.75	\$ 29.75
Total Non-Food Spending Per Person		\$ 7.47	\$ 138.84	\$ 149.69	\$ 288.54
Total Non-Food Spending		\$ 264,463	\$ 356,913	\$ 384,802	\$ 741,715

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	\$ 3,733,267	\$ 5,486,280	\$ 9,219,547
Food & Beverage	\$ 1,549,047	\$ 360,121	\$ 1,909,168
Non-Food Spending	\$ 264,463	\$ 741,715	\$ 1,006,178
Total Direct Spending	\$ 5,546,777	\$ 6,588,116	\$ 12,134,892

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - WCBQB Contest Attendees
Economic Activity**

Category: WCBQB Contest Attendees
Category Description: Ticketed attendees at the WCBQB Contest

Number of People

Total Scanned Attendance	176,135	Adjustment for Non-Incremental Visitors	
Average days attended WCBQB Contest	1.67	Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	13.9%
Total Unique Entries	105,498		
Total Attendees Surveyed	316		
Total Surveyed as a % of Unique Entries	0.3%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	67.5%	71,230	71,230	0	71,230
Texas but outside Greater Houston	22.6%	23,872	23,872	3,321	20,550
U.S. but outside Texas	8.4%	8,856	8,856	1,232	7,624
Outside U.S.	1.5%	1,540	1,540	214	1,326
Total	100.0%	105,498	105,498	4,768	100,730

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	71,230	15%	10,958
Visitors	29,500	59%	17,293
Total	100,730	28%	28,251

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	65%	18,345	\$ 83.55	2.64	2.29	21,221
RV/Camper	0%	-	\$ -	-	-	-
Friend's/Family's Home	27%	7,705	\$ -	4.62	2.33	15,253
Peer-to-Peer	3%	734	\$ 37.50	2.00	2.00	734
Other	5%	1,468	\$ -	2.67	4.50	870
Total	100%	28,251	\$ 81.78	3.17	2.41	38,077
Paid Lodging Sub-Total		19,079	\$ 81.78	2.62	2.27	21,955

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		19,079	
Average nightly rate per person		\$ 81.78	
Average length of stay (nights)		2.62	
Total Lodging Spending	N/A	\$ 4,086,759	\$ 4,086,759

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		29,500	
Average daily spending		\$ 33	
Average length of stay (days)		3.67	
Total Food & Beverage	\$ 2,756,919	\$ 3,520,912	\$ 6,277,831

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	100,730	29,500	
Entertainment (Excluding Rodeo Tickets)		\$ 5.31	
Shopping/Merchandise	\$ 3.16	\$ 6.12	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 10.57	
Fuel for Personal or Rental Cars		\$ 5.24	
Total Non-Food Spending Per Person	\$ 3.16	\$ 27.24	\$ 30.40
Total Non-Food Spending	\$ 318,765	\$ 803,518	\$ 1,122,284

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 4,086,759	\$ 4,086,759
Food & Beverage	\$ 2,756,919	\$ 3,520,912	\$ 6,277,831
Non-Food Spending	\$ 318,765	\$ 803,518	\$ 1,122,284
Total Direct Spending	\$ 3,075,685	\$ 8,411,189	\$ 11,486,874

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - WCBBQ Contest Teams
Economic Activity**

Category: WCBBQ Contest Teams
Category Description: Teams participating in the WCBBQ Contest.

Number of People

Total Unique Registered Exhibitors	251
Average people with Exhibitors	20.02
Total Attendees	5,024
Total Attendees Surveyed	3,743
Total Surveyed as a % of Unique Entries	74.5%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	73.4%	3,687	3,687
Texas but outside Greater Houston	23.0%	1,154	1,154
U.S. but outside Texas	2.6%	129	129
International	1.1%	54	54
Total	100.0%	5,024	5,024

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	3,687	47.4%	1,746
Visitors	1,337	94.6%	1,265
Total	5,024	59.9%	3,012

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	84.3%	2,538	\$ 140.99	4.24	1.72	6,259
RV/Camper	7.7%	231	\$ 17.27	2.78	2.45	262
Friend's/Family's Home	2.5%	75		2.24	1.75	96
Peer-to-Peer	4.3%	129	\$ 176.70	4.04	2.33	223
Other	1.3%	38	\$ 3,871.67	18.83	2.60	277
Total	100.0%	3,012	\$ 181.48	4.25	1.81	7,118
Paid Lodging Sub-Total		2,936	\$ 181.48	4.31	1.81	7,022

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,936	
Average nightly rate per person		\$ 181.48	
Average length of stay (nights)		4.31	
Total Lodging Spending	N/A	\$ 2,294,275	\$ 2,294,275

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		1,337	
Average daily spending		\$ 24.49	
Average length of stay (days)		2.80	
Total Food & Beverage	\$ 252,049	\$ 91,510	\$ 343,559

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	5,024	1,337	1,337
Entertainment (Excluding Rodeo Tickets)		\$ 198.56	
Shopping/Merchandise	\$ 55.53	\$ 208.30	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 12.40	\$ 97.88	
Fuel for Personal or Rental Cars		\$ 199.53	
Total Non-Food Spending Per Person	\$ 67.92	\$ 704.27	\$ 772.19
Total Non-Food Spending	\$ 341,246	\$ 941,518	\$ 1,282,764

Team Spending	On-Grounds (Total Spending)	Off-Grounds	Total
Contest Teams	251	251	
Food for Cooking	\$ 657	\$ 6,020	
Supplies		\$ 2,783	
Tent, furniture and fixtures rental		\$ 4,770	
Catering	\$ 103	\$ 306	
Utilities	\$ 412	\$ 909	
Entertainment	\$ 778	\$ 3,054	
Private Security	\$ 416	\$ 1,226	
Wood	\$ 32	\$ 283	
Other		\$ 1,579	
Total Spending per Team	\$ 2,398	\$ 20,930	\$ 23,328
Total Team Spending	\$ 601,913	\$ 5,253,317	\$ 5,855,230

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 2,294,275	\$ 2,294,275
Food & Beverage	\$ 252,049	\$ 91,510	\$ 343,559
Non-Food Spending	\$ 943,159	\$ 6,194,835	\$ 7,137,994
Total Direct Spending	\$ 1,195,208	\$ 8,580,620	\$ 9,775,828

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Wildlife Expo Exhibitors
Economic Activity**

Category: Wildlife Expo Exhibitors
Category Description: Exhibitors at the Wildlife Expo.

Number of People

Total Unique Registered Exhibitors	21
Average people per Exhibitor	5.23
Total Attendees	110
Total Attendees Surveyed	68
Total Surveyed as a % of Unique Entries	61.9%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	58.8%	65	65
Texas but outside Greater Houston	36.8%	40	40
U.S. but outside Texas	4.4%	5	5
International	0.0%	0	0
Total	100.0%	110	110

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	65	13.5%	9
Visitors	45	35.7%	16
Total	110	22.7%	25

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	88.9%	22	\$ 59.69	4.22	1.58	59
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	5.6%	1	-	5.00	1.00	7
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	5.6%	1	\$ -	-	1.00	-
Total	100.0%	25	\$ 59.69	4.03	1.52	66
Paid Lodging Sub-Total		22	\$ 59.69	4.22	1.58	59

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		22	
Average nightly rate per person		\$ 59.69	
Average length of stay (nights)		4.22	
Total Lodging Spending	N/A	\$ 5,570	\$ 5,570

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		45	
Average daily spending		\$ 11.57	
Average length of stay (days)		2.94	
Total Food & Beverage	\$ 6,824	\$ 1,541	\$ 8,366

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	110	45	45
Entertainment (Excluding Rodeo Tickets)		\$ 5.56	
Shopping/Merchandise	\$ 25.74	\$ 8.33	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ -	
Fuel for Personal or Rental Cars		\$ 40.00	
Total Non-Food Spending Per Person	\$ 25.74	\$ 53.89	\$ 79.62
Total Non-Food Spending	\$ 2,827	\$ 2,437	\$ 5,264

Spending	On-Grounds	Off-Grounds	Total
Exhibitors	21	21	
Booth Supplies		\$ 273	
Labor		\$ 246	
Other	\$ -	\$ 2	
Total Spending per Exhibitor	\$ -	\$ 521	\$ 521
Total Spending	\$ -	\$ 10,941	\$ 10,941

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 5,570	\$ 5,570
Food & Beverage	\$ 6,824	\$ 1,541	\$ 8,366
Non-Food Spending	\$ 2,827	\$ 13,378	\$ 16,205
Total Direct Spending	\$ 9,651	\$ 20,490	\$ 30,141

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - Young Guns Participants
Economic Activity**

Category: Young Guns Participants
Category Description: Youth sporting clay competition hosted as part of the Rodeo's ranching and wildlife program. This category includes participants and others attending with them.

Number of People

Total Unique Registered Entries	445
Average party size (inclusive of entries)	6.37
Total Attendees	2,832
Total Attendees Surveyed	481
Total Surveyed as a % of Unique Entries	17.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	27.7%	783	783
Texas but outside Greater Houston	72.3%	2,049	2,049
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	2,832	2,832

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	783	25.8%	202
Visitors	2,049	59.7%	1,224
Total	2,832	50.3%	1,426

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	69.9%	996	\$ 45.95	1.76	2.65	662
RV/Camper	3.4%	49	\$ -	2.00	5.00	20
Friend's/Family's Home	12.3%	176	\$ -	1.56	3.00	91
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	14.4%	205	\$ -	-	-	-
Total	100.0%	1,426	\$ 45.95	1.49	2.79	773
Paid Lodging Sub-Total		996	\$ 45.95	1.76	2.65	662

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		996	
Average nightly rate per person		\$ 45.95	
Average length of stay (nights)		1.76	
Total Lodging Spending	N/A	\$ 80,559	\$ 80,559

Daily Expenditures

Food & Beverage (Including Alcohol)	Off-Grounds	Total
Visitors	2,049	
Average daily spending	\$ 47.98	
Average length of stay (days)	1.76	
Total Food & Beverage	\$ 173,043	\$ 173,043

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		2,049	2,049
Entertainment (Excluding Rodeo Tickets)	\$ 10.08		
Shopping/Merchandise	\$ 58.65		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 2.59		
Fuel for Personal or Rental Cars	\$ 101.12		
Total Non-Food Spending Per Person		\$ 172.44	\$ 172.44
Total Non-Food Spending	N/A	\$ 353,374	\$ 353,374

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging		\$ 80,559	\$ 80,559
Food & Beverage	N/A	\$ 173,043	\$ 173,043
Non-Food Spending		\$ 353,374	\$ 353,374
Total Direct Spending	N/A	\$ 606,976	\$ 606,976

**Houston Livestock Show and Rodeo
Economic Impact Study - 2019
Direct Impact - HLSR Expenditures**

HLSR Expenditures For Production and Presentation of the Rodeo

	Total (Activity)	Visitor Funded Portion (Impact)
Salaries	\$ 12,520,740	\$ 3,335,851
Rodeo Production	\$ 13,671,381	\$ 3,642,412
Contract, insurance and professional services	\$ 14,579,393	\$ 3,884,330
Equipment and facility expenses	\$ 11,443,540	\$ 3,048,857
Repairs and maintenance	\$ 1,139,296	\$ 303,538
Food and beverage purchases not for resale	\$ 1,870,675	\$ 498,397
Printing, advertising, awards, badges and promotional items	\$ 9,702,864	\$ 2,585,095
Supplies and consumables	\$ 2,208,777	\$ 588,476
Shipping, Licenses, fees, and other expenses	\$ 1,300,616	\$ 346,518
Total	\$ 68,437,282	\$ 18,233,472



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