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# Event Data and Economic Analysis



**Goal:**  
**Independently estimate  
event attendance.**



# Independent Attendance Estimates

## Service Solution:

Local Company: Street Level One

## Features:

- Mobile traffic counts through Placer.AI
- Camera Data Capture Services
- Drone Attendance Capture
- Event footprint mapping



## Mobile Analytics 101:

- Data is sampled from panel of millions mobile devices.
- Location signals are detected through beacons & wifi sensors.
- Data from panel is extrapolated for foot traffic analytics.



# Capturing Event Attendance

Event Name	Organizer Reported Attendance	Street Level One/Placer AI	Difference	Attendance Methodology
<b>Event A: Leisure Athlete Competition</b>	22,134	21,995	-0.6%	Ticketed participants and a survey conducted to generate an estimate of spectators
<b>Event B: Music Festival</b>	16,400	12,992	-20.8%	Ticketed sales data for each day, accumulated.
<b>Event C: Food Festival</b>	45,000	26,300	-41.6%	Calculated from the event footprint and organizer crowd size estimate.

# Economic Evaluation

Visitor Estimate

Out-of-Town Share

Overnight Share

Room Rate

Travel Party Size

Visitors arriving by  
air

Ticket Price

Event Dates

Event Type

**Destinations International Event Impact Calculator**  
Industry Standard

Direct Sales

Total Impact

Estimated Room  
Demand

Overnight & Day  
Attendees

Local Tax ROI

# Preliminary Estimates:

**\*24 Elite Events in FY25**

**596,100**  
**Event Attendees**

**\$83 million**  
**Direct impact**

**\$148 million**  
**Total economic impact**

**\$4.2 million**  
**Total local taxes generated**

**\$2.16 million**  
**Bed tax generated**

**154,904**  
**Overnight attendees**

**145,707**  
**Room nights**

