

## In-region Spending by Out-of-Region Visitors associated with attendance at **2018 Rockin' River Music Fest**

Note: Out-of-region visitors are 1) BC residents who traveled more than 150 kms to the Festival; 2) Other Canada residents; 3) US & Outside Canada residents

rd = response data

	Formula	%	
<b>A1 Total Festival attendance over 4 days (as provided by Live Nation)</b>			<b>36,000</b>
<b>A2 Days attend</b>	=rd		<b>3.8</b>
<b>A3 Unique attendees</b>			<b>9,502</b>
<b>B1 Out-of-region visitors (BC residents who traveled 150 kms+; outside BC)</b>	=rd*A3	0.676	<b>6,423</b>
<b>B2 Out-of-region visitors (with intent)</b>	=rd%B1	0.923	<b>5,929</b>
<b>B3 Out-of-region visitors (influenced)</b>	=rd%B1	0.042	<b>270</b>
<b>B4 Qualified out-of-region visitors for Demand-Side Reporting</b>	=B2+B3		<b>6,199</b>
<b>C Daytrippers</b>	=rd%B4	0.125	<b>775</b>
<b>D Overnightrters</b>	=rd%B4	0.875	<b>5,424</b>
<b>E Ave. duration of stayovers (nights)</b>	=rd		<b>4.1</b>
<b>F Utilizing commercial accommodations</b>	rd%D	0.941	<b>5,104</b>
<b>G Ave. Spend on commercial lodgings (users)</b>	=rd		<b>\$587.52</b>
<b>H Number of people in the commercial lodging expense</b>	=rd		<b>4.1</b>
<b>I Aggregate Spend on commercial lodgings</b>	=(F*G)/H		<b>\$735,317</b>
<b>J Ave. Spend In Restaurants/Bars/Lounges</b>	=rd		<b>\$194.93</b>
<b>K Aggregate Spend in Restaurants/Bars/Lounges</b>	=(J*B4)/X		<b>\$344,199</b>
<b>L Ave. Spend in Grocery/Liquor Stores</b>	=rd		<b>\$339.49</b>
<b>M Aggregate Spend in Grocery/Liquor Stores</b>	=(L*B4)/X		<b>\$599,448</b>
<b>N Ave. Spend on Shopping (clothing, personal items, gifts)</b>	=rd		<b>\$152.82</b>
<b>O Aggregate Spend on Shopping</b>	=(N*B4)/X		<b>\$269,836</b>
<b>P Ave Spend on Recreation and Entertainment</b>	=rd		<b>\$95.10</b>
<b>Q Aggregate Spend on Recreation and Entertainment</b>	=(P*B4)/X		<b>\$167,922</b>
<b>R Ave Spend on Local transportation (taxi, bus, seabus, skytrain)</b>	=rd		<b>\$79.23</b>
<b>S Aggregate Spend on Local transportation</b>	=(R*B4)/X		<b>\$139,904</b>
<b>T Ave Spend on Transportation getting TO Merritt and Nicola Valley</b>	=rd		<b>\$219.71</b>
<b>U Aggregate Spend on Transportation getting TO Merritt and Nicola Valley</b>	=(T*B4)/X		<b>\$387,942</b>
<b>V Ave Spend on Private vehicle expenses IN Merritt and Nicola Valley</b>	=rd		<b>\$169.38</b>
<b>W Aggregate Spend on Private vehicle expenses IN Merritt and Nicola Valley</b>	=(V*B4)/X		<b>\$299,079</b>
<b>X Number of people included in the estimated food/beverage/entertainment/transportation spend</b>	=rd		<b>3.5</b>
<b>Aggregate Demand Side Economic Impact Spending (by Out-of-region)</b>	=I+K+M+O+Q+S+U+W		<b>\$2,943,647</b>

## In-region Spending by Locals associated with attendance at 2018 Rockin' River Music Fest

Note: Local visitors are BC residents who traveled less than 150 kms to the Festival

rd = response data

	Formula	%	
<b>A1 Total Festival attendance over 4 days (as provided by Live Nation)</b>			<b>36,000</b>
<b>A2 Days attend</b>	=rd		<b>3.8</b>
<b>A3 Unique attendees</b>			<b>9,502</b>
<b>B Qualified British Columbia residents for local spending</b>	=rd*A3	0.324	<b>3,079</b>
<b>C Ave Spend on restaurants and bars in the Merritt and Nicola Valley area</b>	=rd		<b>\$244.05</b>
<b>D Number of people in the restaurant and bars expense</b>			<b>3.43</b>
<b>E Aggregate Spend on nearby local bars and restaurants</b>	=(B*C)/D		<b>\$219,339</b>
<b>F Daytrippers</b>	=rd	0.151	<b>465</b>
<b>G Overnightrters</b>	=rd	0.849	<b>2,614</b>
<b>H Ave. Spend on accommodation</b>	=rd		<b>\$533.64</b>
<b>I Number of people in the accommodation expense</b>	=rd		<b>4.57</b>
<b>J Ave. duration of stayovers (nights)</b>	=rd		<b>4.0</b>
<b>K Aggregate Spend on acommodation</b>	=(G*H)/I		<b>\$304,995</b>
<b>Aggregate Demand Side Economic Impact Spending (by Locals)</b>	=E+K		<b>\$524,334</b>