



City of St. George, Utah

St. George Arts Festival May 2023 Economic Impact Study

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Background

The annual St. George Art Festival was held April 8 to 9, 2023. The festival took place during the Easter Holiday weekend. The weather was beautifully sunny and temperatures ranged between 55° and 63° Fahrenheit. The festival included 157 artists, 40 food vendors, and an estimated 30,000 attendees. A primary research study was completed by consumer intercept methodology targeting festival attendees. An electronic survey (Exhibit A) was used to collect data.

Executive Summary

A primary research study which surveyed attendees and artists was conducted throughout the festival to estimate the economic impact of the event to St. George, UT.

Key findings

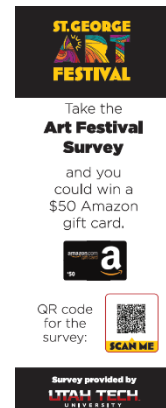
- The overall economic value to the community of St. George from the St. George Art Festival is estimated at \$30,559,606.
- An estimated 30,000 people attended the festival with the distribution of attendees being 70% local and 30% out of the area.
- The festival is an event for whom local residents look forward to each year. 60% have previously attended the festival.
- The average size group attending the festival is 3.
- Overall average total daily spend per local attendee is \$427 and \$633 per out of area attendee.
- Estimated overall spend for a few key categories during event duration and visitor stay length in St. George is as follows:
 - Lodging: \$5.7M (excludes locals and those staying with friends and family)
 - Local Restaurants: \$5.8M
 - Art Festival Shopping: \$6.5M
 - Local Shopping: \$2.9M (excludes locals and those staying with friends and family)
 - Local Activities: \$3.4M
- The main reason for attending the festival is the enjoyment of arts and culture.
- The most popular activities outside of the race are hiking, shopping and visiting state parks.
- Attendee sentiment toward the festival is extremely positive.
- The net promoter score is 62, whereas 71% would recommend visiting the St. George Art Festival to a friend or acquaintance.
- Demographics for the event include slightly more woman than men, well rounded distribution of ages, and the largest percentage of attendees had an income level of \$50,000 to \$99,999.

Methodology

A comprehensive assessment of the economic impact for City of St. George was determined by completing a primary research study that surveyed attendees between April 8 and 9, 2023. A follow-up survey to all exhibiting artists was completed between April 13 and 15, 2023.

The target population for this study is local residents, out of area visitors and exhibiting artists. Data for the survey was collected in person by Utah Tech University students. Students, identified by wearing St. George Art Festival tee-shirts, used a consumer intercept method to gather data by walking the entirety of festival grounds over the two-day period and asking attendees to complete the survey. Tablets to access electronic survey, powered by Qualtrics®, was handed to attendees to complete the survey (Exhibit A). In addition, a QR code was also available to access the survey from laminated fliers for those who wished to complete the survey on their mobile device. In addition, there was a survey tent located next to the Arts Festival’s information booth to collect survey data.

Exhibit A



A 17-question survey instrument (Appendix A) consisting of questions designed to capture economic data factors include numbers of nights stay, number of people in a party, average daily spending for lodging, food, types of shopping, activities, and demographics. The total population was 30,000 attendees with 293 completed surveys. A validity test was run with a significance level at 0.1, or 90% significance.

Analysis

This analysis is divided into six areas including economic impact, visitors, type of spending, activities, attendee sentiment and demographics.

Methods used to analyze data include descriptive statistics, mean, median and mode to determine relationship between between key variables and to better understand customer segments. Content analysis is also conducted to review opened ended data to understand sentiment.

Economic Impact

The St. George Arts Festival held for two days in April 2023, provided substantial value to the community of St. George. Results from the primary research suggests the economic value of the event is estimated



at \$30,559,606. This value is derived by economic data factors (Figure 1) including numbers of nights stay for out of area visitors, average daily spending for lodging, transportation, food and beverage, shopping, and activities. Relevant spending to the festival for local attendees includes average one day spend including transportation (fuel, uber), restaurants, festival shopping, and local activities related to the festival visit.

Figure 1

Economic Factors for Average Daily Spending

Average Daily Spending	Local	Visitor
Lodging	\$0	\$144.16
Transportation	\$17.31	\$15.09
Grocery	\$0	\$75.78
Local Restaurant	\$67.70	\$106.98
Chain Restaurant	\$10.38	\$23.91
Shopping (Arts festival)	\$106.42	\$104.03
Shopping (Local)	\$0	\$73.55
Shopping (Chain/mall)	\$0	\$29.39
Activities	\$45.45	\$60.59
Total Spend	\$247.27	\$633.48

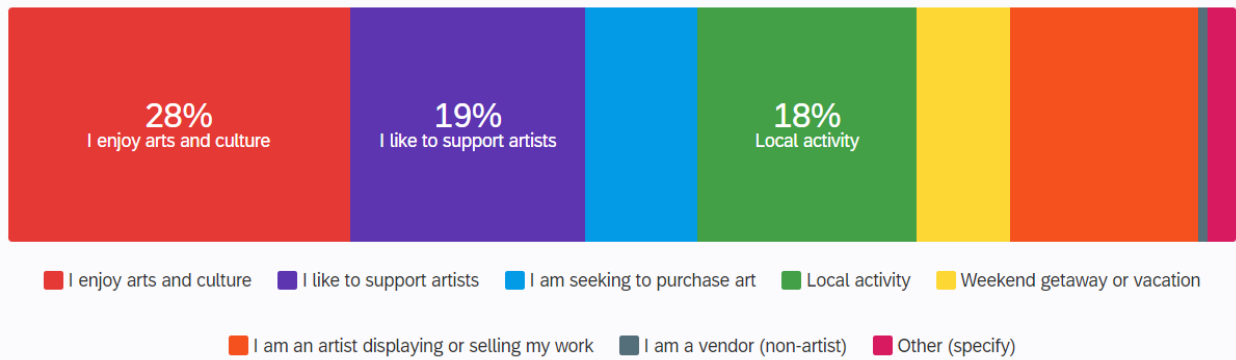
Visiting St. George, Utah and the Art Festival

In addition to local citizens, St. George Art Festival attracts a large number of out of town guests.

- With an estimated 30,000 attendees, an estimated 23,000 are local and 7,000 are visiting from outside of the area.
- 49% of attendees visited both days, 25% Friday only and 26% Saturday only.
- 62% of respondents have previously attended the festival.

There are a wide range of reasons for attending the festival (Figure 2) with the largest percentage being enjoying arts and culture.

Figure 2





Lodging in St George

With its proximity to Zion National, state and local parks renowned for natural beauty and environment for outdoor activities, St. George has an abundance of lodging options for tourists including motels, hotels, vacation rentals (Airbnb/VRBO), and camping/RV. For this particular event, hotels are the most popular lodging followed by staying with friends or family. As the festival took place over Easter weekend, it is estimated that the percent of out of area visitors staying with friends and family is higher than average weekends.

- The economic value for total lodging for out of area visitors lodging exceeds \$5.6 Million for the stated number of nights stay.
- The average night’s stay for out of area visitors is 5.61.
- The average lodging for out of area attendee per night overall is \$144.16. This number excludes visitors residing with friends and family.
- Hotels are the most popular lodging (Figure 3) followed by staying with friends or family. As the festival took place over Easter weekend, it is estimated that the percent out of area visitors staying with friends and family is higher than average weekends in the area.

Figure 3

Lodging	Out of Area Attendees
Hotel or Motel	39%
Friend or Family	24%
Vacation Rental (Air Bnb/VRBO)	20%
Camping/RV	13%
Other	4%
Total	100%

Spending & Activities

Research indicates that on average attendees from outside of the area spend on average \$489 per day. This includes transportation, food and beverage, shopping and activities. Coupled with lodging expenses, the total average daily spend per respondent is \$633.

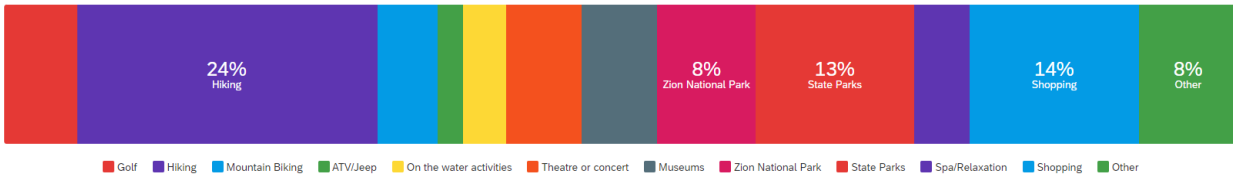
Estimated overall spend for the event duration is as follows:

- Lodging: \$5.6M (excludes locals and those staying with friends and family)
- Transportation \$1M
- Grocery: \$3M (excludes locals and those staying with friends and family)
- Local Restaurants: \$5.7M
- National/Chain Restaurants: \$1.2M
- Art Festival Shopping: \$6.5M
- Local Shopping: \$2.9M (excludes locals and those staying with friends and family)
- National/Chain Shopping: \$1.2M (excludes locals and those staying with friends and family)
- Activities: \$3.4M



With St. George’s proximity to scenic sites and outdoor adventure, the most popular activities outside of the Art Festival are Hiking 24%, Shopping 14%, and State Parks 13%.

Figure 4



Attendee Sentiment

There are a variety of reasons why people attend the St. George Arts Festival. Whether local or visiting the area, there appears to be a very positive sentiment toward the event. The main reasons for attending the event include enjoying arts and culture, attending a local activity and supporting artists.

A sentiment analysis was completed based on attending responses (Figure 5.) This analysis is used to identify and categorize opinions expressed through text to identify attitudes of attendees. The following question was used to understand why attendees are attracted to the event. Overall sentiment in the study is very positive.

Figure 5
Why is it important to have the St. George Arts festival?



“It brings in a large amount of people that can learn to better appreciate the arts. It also helps support small and local business.”

“I believe it provides a vehicle for artistic expression while encouraging people both resident and non-resident to draw to the city center and experience both the festival and those brick and mortar cultural and economic enterprises which surround the city center.”

“The festival brings national level creativity and art to the community enriching the lives of those who attend and those who don't.”



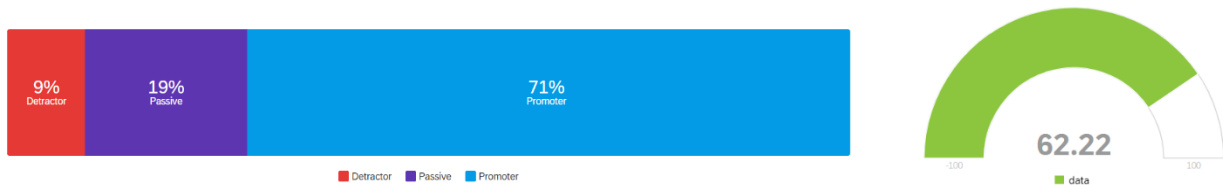
Customer Satisfaction - Net Promoter Score (NPS)

The net promoter score (Bain & Company) is a common research measure of customer satisfaction and likelihood for repeat business. The NPS provides organizations an opportunity to compare scores to their respective industry and competitors.

- Research suggests an outstanding net promoter score (Figure 5) of 62.22, whereas 71% would recommend visiting the St. George area to a friend or acquaintance.

Figure 5

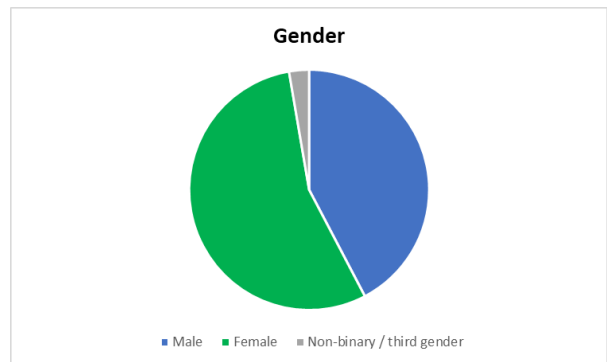
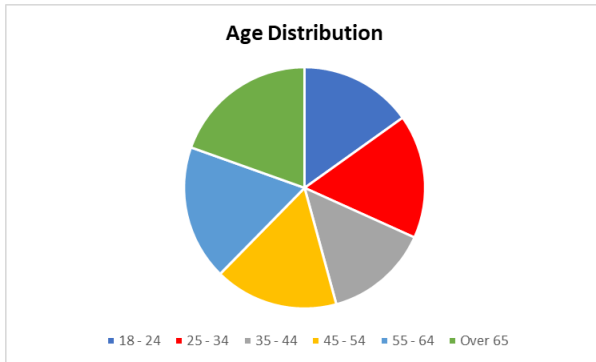
Based on your experience so far, 0 being lowest and 10 being highest, how likely are you to recommend the St. George area for a vacation/getaway to a friend or acquaintance?



Demographics

The St. George Arts Festival is an event attractive to all ages. Age ranges for attendees are nearly equal. Gender skews slightly higher for female participants. Its estimated that 70% of attendees are local and 30% are from outside the area.

- 5% of respondents reside out of state. (This excludes artist responses)
- Nearly 50% of respondents have a household Income greater than \$100,000 annually.
- Respondent’s gender is as follows: 55% female, 42% male, 3% non-binary/other gender





Limitations & Recommendations for Future Research

There are limitations with all research studies. This provides the opportunity to reflect on how to improve future methodology. One limitation was the lack of adequate signage at the survey tent. Having a prominently displayed promotion of the survey with the QR code and drawing would likely have increased the response rate by 40%.

Consumer intercept methodology is one of the most difficult marketing research strategies. As attendees are there to enjoy the art and are walking the grounds most are reluctant to take a survey. That said, students used creative strategies to increase responses by finding pockets of lines where people were waiting such as the food truck lines, lawns and music venues. Also, the strategy to capture out of area attendee economic information from the captive artist audience was difficult with the large crowds. They were simply too busy to take the survey. A follow-up survey delivered to artists was an effective way to gather information after the festival.

Conclusion

Overall, the St. George Arts festival provided substantial economic and social value to the area. As noted from the sentiment analysis, citizens and visitors believe this is a premier and important event for the community. With 71% indicating that they would recommend the event, there is ample opportunity to grow the festival in the future.



Appendix

Exhibit A: Survey Instrument St. George Arts Festival April 2023

Introduction

Thanks for attending St. George Art Festival and supporting the artists and our community. To help us better understand the impact of this important event to our community, please take a few minutes to complete this short, confidential survey. We appreciate your participation and invite you to enter a drawing for a \$50 Amazon gift card.

1. Are you 18 years of age or older?

- Yes (Go to Question 2)
- No (End survey message – non-qualification message)

2. Which of the following areas best describes your primary residence?

- Washington County Utah (Display Question 3)
- Southern Utah (Outside of Washington County)
- Central Utah
- Northern Utah
- Outside of Utah (Select state)
- Outside of the United States (Select country)

3. Which of the following cities do you reside?

- | | |
|------------------------------------|-----------------------------------|
| <input type="radio"/> Apple Valley | <input type="radio"/> Rockville |
| <input type="radio"/> Enterprise | <input type="radio"/> Santa Clara |
| <input type="radio"/> Hildale | <input type="radio"/> Springdale |
| <input type="radio"/> Hurricane | <input type="radio"/> St. George |
| <input type="radio"/> Ivins | <input type="radio"/> Toquerville |
| <input type="radio"/> LaVerkin | <input type="radio"/> Virgin |
| <input type="radio"/> Leeds | <input type="radio"/> Washington |
| <input type="radio"/> New Harmony | |

4. What brings you to the St. George Arts festival? Check all that apply.

- I am exhibiting work (artist or vendor)
- I enjoy arts and culture
- I like to support artists
- I am seeking to purchase art
- Local activity
- Weekend getaway or vacation
- Other (specify) _____

5. How many times have you attended the St. George Arts Festival?

- This is my first time attending
- 2 to 3 times
- 4 to 5 times
- More than 5 times

6. Where are you staying while attending the St. George Arts Festival?

- My personal residence
- Hotel or Motel
- Vacation Rental (AirBnB, VRBO)
- RV, Camping – Skip to Q5
- Camping/RV
- Friend or family's home
- Other



7. How many nights are you staying in the area?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- I live in the area

8. How many people are in your group while at the Arts Festival?

- Just me
- 2
- 3
- 4
- 5
- > 5

9. Which days do you plan on attending the Arts Festival?

- Friday
- Saturday
- Both

10. Estimate the average daily amount you and your immediate party will spend on the following items while in the St. George area for the Art Festival?

Average Daily Spend	\$0	\$50	\$100	\$150	\$200	\$250	\$300	\$350	\$400+
Lodging									
Rental Car (Uber, Shuttle, etc.)									
Groceries									
Locally owned restaurants									
Non-local restaurants									
Art Festival shopping									
Local shopping (Small Business)									
Other retail shopping (Mall)									
Activities									

11. In addition to the Art Festival, what activities do you and your group plan to do with in the area? (Check all that apply).

- Golf
- Hiking
- Mountain Biking
- ATV/Jeep
- ON the water activities
- Theatre or concert
- Museums
- Zion National Park
- State Parks
- Spa/Relaxation
- Shopping
- Other

12. Based on your experience so far, 0 being lowest and 10 being highest, how likely are you to recommend the St. George Art Festival to a friend or acquaintance?

<Use the 0 to 10 NPS scale in Qualtrics)

13. Why is it important to have the St. George Arts festival?

14. What is your age?



- 18-24
- 25-34
- 45-54
- 55-64
- Over 65
- Prefer not to say

15. What is your gender?

- Male
- Female
- Other (self identify) _____
- Prefer not to say

16. Average household income?

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- More than \$200,000
- I prefer not to say

17. Thank you for participating in this study. If you are interested in entering the drawing for a \$50 Amazon Gift Card, please provide your email address.

- Yes. Provide your email in the box to enter the drawing. _____
- No.