

ECONOMIC IMPACT OF THE 2016 POLITICAL CONVENTIONS

U.S. TRAVEL
ASSOCIATION

Based on hotel data provided by STR and historical political convention data, the U.S. Travel Association estimated the direct and total economic impact generated by the **Republican National Convention (RNC)** in Cleveland, OH, July 18-21, 2016 and the **Democratic National Convention (DNC)** in Philadelphia, PA, July 25-28, 2016.

The impact was derived from projections for the total participants (delegates, media and others), hotel room nights and revenue, other traveler spending, the budget of each convention and security spending, etc.

Estimates for both RNC and DNC

The Republican National Convention and the Democratic National Convention are projected to generate **\$360 million in direct spending by participants and organizers** that will include visitor spending on lodging, transportation, food and drinking, entertainment/recreation, retail shopping, etc., as well as other spending by the convention host committee, security, etc. **This will generate a total of \$600 million in economic output and support approximately 3,600 jobs for the local areas.**

Additional estimates for both conventions this year:

- > Total projected delegates, media and other participants: 100,000-120,000
 - > Delegates: 10,000-12,000
 - > Media members: 30,000-36,000
 - > Other visitors and participants: 60,000-72,000
- > Hotel/other lodging room nights: 148,500
- > Lodging revenues: \$33 million
- > Average daily trip spending by participant (convention traveler): \$300

Methodology

The estimates include both the direct impact and the total economic impact of the two political conventions. The direct estimate covers the spending by all delegates, media, visitors and other participants attending the convention days, as well as the operating budgets including convention host committees, security spending, etc.

- Direct spending estimates include two parts:
 - Spending by participants was derived by multiplying the number of participants by their average daily spending. The number of participants was estimated based on historical convention data as well as data reported by convention committees. Hotel room nights and spending was estimated through a forecast model using historical monthly and daily data provided by STR. Average trip spending was estimated based on historical and current TNS' TravelsAmerica survey data and U.S. Travel's Travel Economic Impact Model (TEIM).
 - Spending by national and local host committees was derived by combining the projections and the budget data directly collected through host city destination marketing organizations.
- Total impact and employment were estimated by applying the areas' output and employment multipliers to the final demand derived through the direct impact. The multiplier data were obtained through the IMPLAN system and the host city destination marketing organizations.