



DNC Economic Impact Study Fact Sheet

DNC by the Numbers	<ul style="list-style-type: none"> - Length of Convention: 3 days - Number of Attendees: 35,000 <ul style="list-style-type: none"> - 6,500 delegates - 15,000 media - 13,500 non-delegates and visitors - Nearly 1,200 events for state delegations, political interest groups, policy discussions and roundtables, trade associations and media organizations - 61,246 hotel room nights consumed in the Charlotte region
Economic Impact and Direct Spend	<ul style="list-style-type: none"> - Total Economic Impact: \$163.6 million - Total Direct Spend: \$91 million <ul style="list-style-type: none"> - Visitors & Attendees: \$35.9 million - Host Organizations: \$42.2 million - Media: \$0.7 million - Security: \$20 million (\$19.5 million excluding hotel lodging) - Induced and Indirect Spending: \$72.6 million
Metropolitan Statistical Area (MSA) Represented in Study	<ul style="list-style-type: none"> - The Charlotte MSA consists of six counties in North and South Carolina: <ul style="list-style-type: none"> - Anson - Cabarrus - Gaston - Mecklenburg - Union - York
Visitor Spending	<ul style="list-style-type: none"> - Total Visitor Spending: \$34.5 million (excludes airfare) <ul style="list-style-type: none"> - Lodging: \$22.6 million - Food & Beverage: \$4.8 million - Recreation: \$3.5 million - Retail: \$2.7 million - Local Transportation: \$0.9 million - Average Length of Stay: 4.2 days - Estimated Total Spending Per Day: \$235 per person
Lodging	<ul style="list-style-type: none"> - Uptown: Occupancy rate reached 98% among Uptown hotels with average daily room rates peaking at \$311. - MSA: Occupancy rate reached 92% among the hotels in the MSA with average daily room rates hitting \$220. - The convention accounted for an estimated 71% of lodging revenues during the convention week for a total of \$22.6 million.
Displacement	<ul style="list-style-type: none"> - It was important to the partner organizations to reflect the displacement of economic activity that would have occurred in the absence of the convention. To account for this number, the following criteria was considered: <ul style="list-style-type: none"> - Smith Travel Data analyzed to determine visitor spending that didn't occur - 35,700 displaced visitor room nights - 50% of the estimated 79,000 Uptown workers were assumed to reduce food and retail spending by \$15 each for five days - Total Displaced Spending: (\$7.3 million)
About Tourism Economics	<ul style="list-style-type: none"> - Tourism Economics is an Oxford Economics research firm specializing in tourism economic impact studies that combine visitor surveys and industry data. Models employed also capture critical secondary benefits to the tourism supply chain, economic gains through local spending and additional tourism activity.
About Funding Partners	<ul style="list-style-type: none"> - To estimate the impact of the DNC, a study was commissioned and funded by the City of Charlotte, Charlotte Chamber, Charlotte Center City Partners, Charlotte Regional Partnership and Charlotte Regional Visitors Authority. Partners came together to fund the \$25,000 cost of the study.