



GREATER MIAMI CONVENTION & VISITORS BUREAU



## **Profile of Attendees November 2019**

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# Table of Contents

**Background and Objectives ..... 2**

**Executive Summary ..... 3**

**Summary of Responses**

**Section 1 – Detailed Findings ..... 5**

**Section 2 – Economic Impact ..... 11**

**Section 3 – Demographics ..... 14**

# Background and Objectives

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The International Tennis Federation (ITF) is the governing body of world tennis, wheelchair tennis, and beach tennis. The ITF's governance responsibilities include maintaining and enforcing the rules of tennis, regulating international team competitions, promoting the game, and preserving the sport's integrity via anti-doping and anti-corruption programs. The ITF partners with the Women's Tennis Association (WTA) and the Association of Tennis Professionals (ATP) to govern professional tennis.

The ITF organizes annual team competitions for men (Davis Cup), women (Fed Cup), and mixed teams (Hopman Cup), as well as tennis and wheelchair tennis events at the Summer Olympic and Paralympic Games on behalf of the International Olympic Committee. The ITF sanctions the Grand Slam tennis tournaments as well as circuits which span age ranges (junior, professional men and women, and seniors) as well as disciplines (wheelchair tennis; beach tennis). In addition to these circuits, the ITF also maintains rankings for juniors, seniors, wheelchair and beach tennis.

The 39<sup>th</sup> Young Seniors World Individual Championships were held from October 19 through November 2, 2019. This year's event drew in 847 players along with an additional 1,270 guests.\*

The Greater Miami Convention and Visitors Bureau (GMCVB) in partnership with ITF developed a research survey to develop a profile of attendees at the event. Surveys were conducted online after the event via emailed survey invite.

The survey was designed to:

- Determine the originating destination of attendees
- Create a demographic profile of the attendees at the event
- Understand what attendees used for lodging and transportation during their stay
- Collect data to be used in the Destinations International Economic Impact calculator in order to determine the event's total economic contribution to the area

The ensuing information is geared towards assisting the ITF develop marketing initiatives to further promote and expand the event.

*\*Figures provided by event organizers*

# Executive Summary

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The great majority of event attendees were from places outside the USA, with solid representation from Europe, Asia Pacific and Central/South America. Just under one in five came from areas in the USA outside of Miami-Dade County.

- This year's event saw more growth from international visitors, while other figures remained consistent from last year's event
- Representation from other parts in the USA outside of Florida came mostly from East Coast states but others were from as far away as Texas and California

Similar to last year's figures, out of town visitors to Miami-Dade County most often used paid lodging during their stay, and the bulk of this was in hotels/motels.

- 88% of total visitors who used paid lodging stayed in Miami-Dade
- The Washington Park Hotel was the most popular hotel choice among out of town visitors, followed by the Hilton Cabana and Waterside

The main form of transportation to the Miami-Dade area amongst visitors was primarily by air, with relatively few who mentioned driving, ride sharing or public transportation.

According to the DI Economic Impact Calculator, using attendance and survey statistics the 2019 ITF Senior Tennis Championship had a total Miami-Dade County economic impact of more than \$2.6 million in *direct expenditures*. Furthermore, over \$1.7 million in *indirect/induced expenditures* were also generated as a result of the event – creating a ***total economic impact of more than \$4.4 million.***

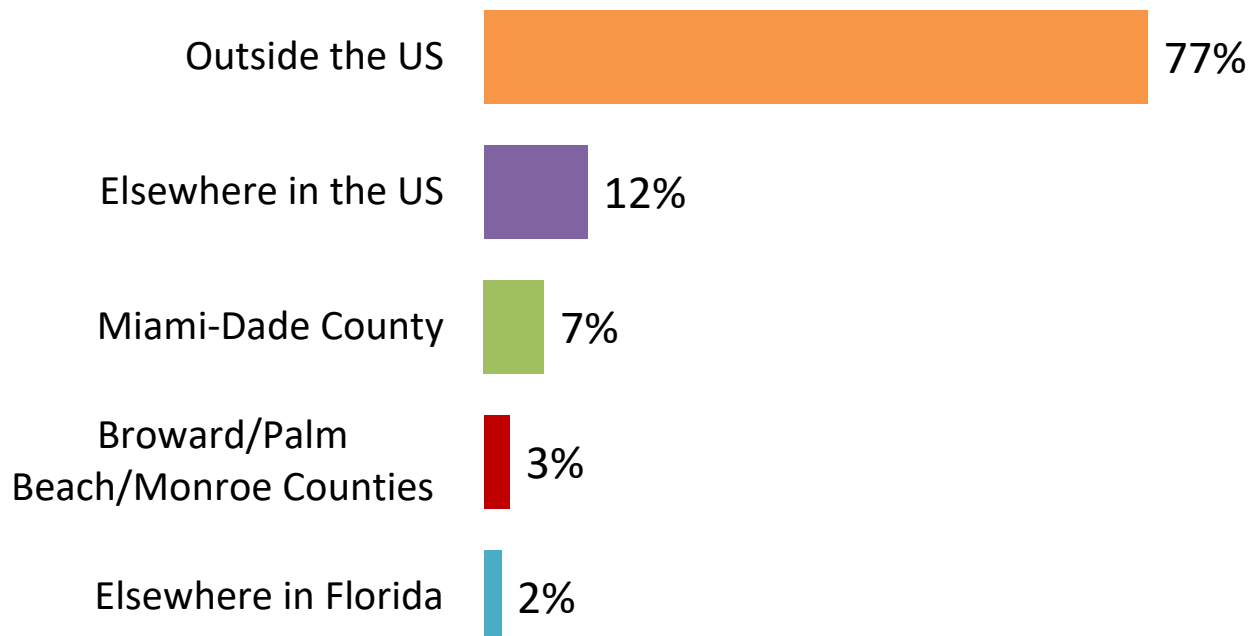
Locally, 347 jobs were directly supported by the event and 67 jobs were indirectly supported; for a net total of 441 jobs supported. More than \$120K in local taxes were generated by the event, along with an estimated hotel room demand of 4,805 nights.

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# **Section 1:**

## **Detailed Findings**

# Place of Residence



| Residence – Historical     |      |      |
|----------------------------|------|------|
|                            | 2018 | 2019 |
| Miami-Dade County          | 17%  | 7%   |
| Broward County             | 3%   | 0%   |
| Palm Beach/Monroe Counties | 3%   | 3%   |
| Elsewhere in Florida       | 4%   | 2%   |
| Elsewhere in the US        | 12%  | 12%  |
| Outside the US             | 62%  | 77%  |

Q. Where is your PRIMARY residence?

Base: Total Answering

# Place of Residence – Elsewhere in Florida/USA



**5%**

***Came from areas within  
Florida, outside of Miami-  
Dade County***

**12%**

***Came from other parts of  
the USA***

## Top 5 States

| <u>By State (excluding FL)</u> | <u>%</u> |
|--------------------------------|----------|
| California                     | 29%      |
| Texas                          | 21%      |
| Maryland                       | 14%      |
| Virginia                       | 14%      |
| Others                         | 22%      |

Q. Where is your PRIMARY residence?

Base: Total Answering

# Place of Residence – Outside of the USA

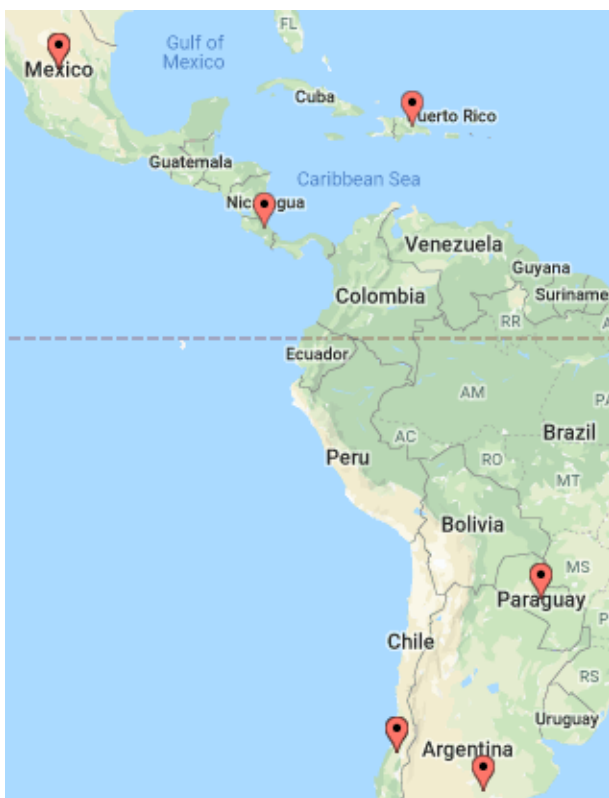
## Europe



**77%**

***Came from outside of the  
USA***

## Central/South America

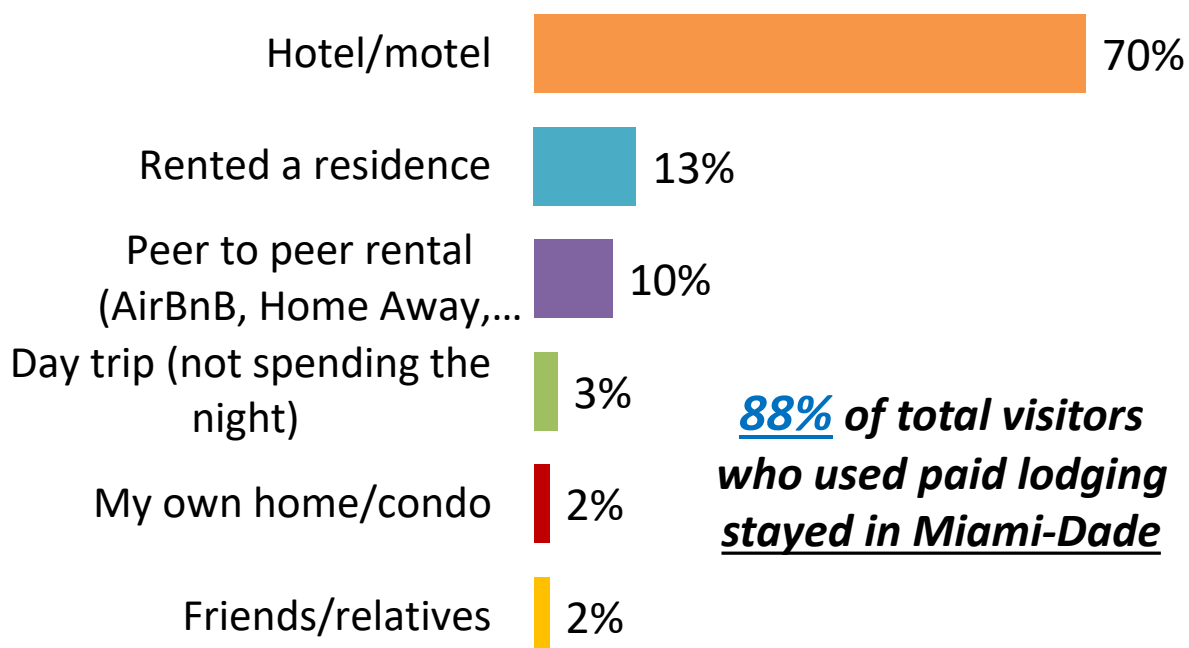


## Asia Pacific/Oceania



Q. Where is your PRIMARY residence?  
Base: Total Answering

## Type of Lodging



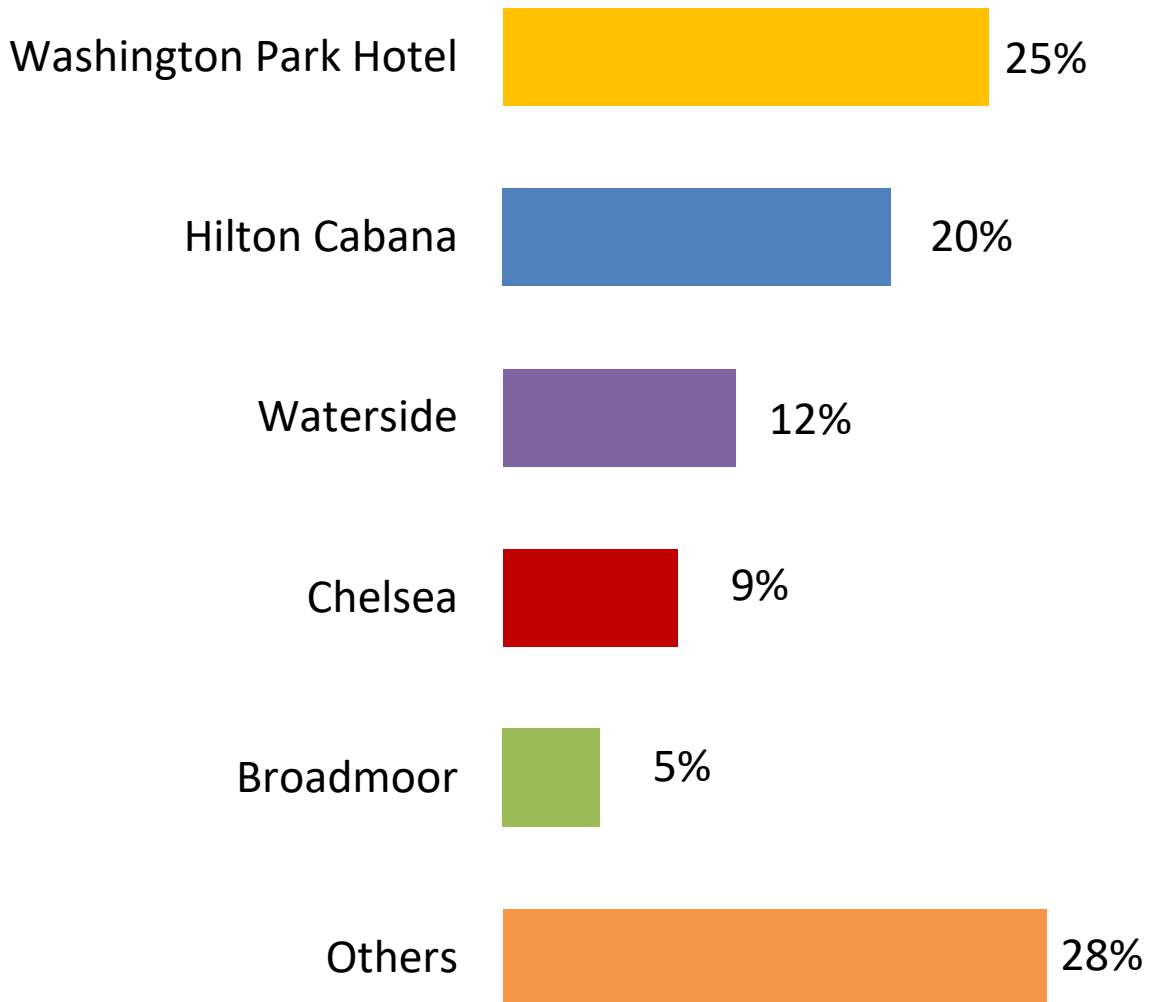
| Lodging – Historical                                |      |      |
|-----------------------------------------------------|------|------|
|                                                     | 2018 | 2019 |
| Hotel/motel                                         | 68%  | 70%  |
| Rented a residence                                  | 11%  | 13%  |
| Peer to peer rental (AirBnB, Home Away, VRBO, etc.) | 12%  | 10%  |
| Day trip (not spending the night)                   | 1%   | 3%   |
| Friends/relatives                                   | 6%   | 2%   |
| My own home/condo                                   | 3%   | 2%   |

Q. What type of lodging are you using during your visit?

Base: Reside outside of Miami-Dade

## Name of Hotel/Motel

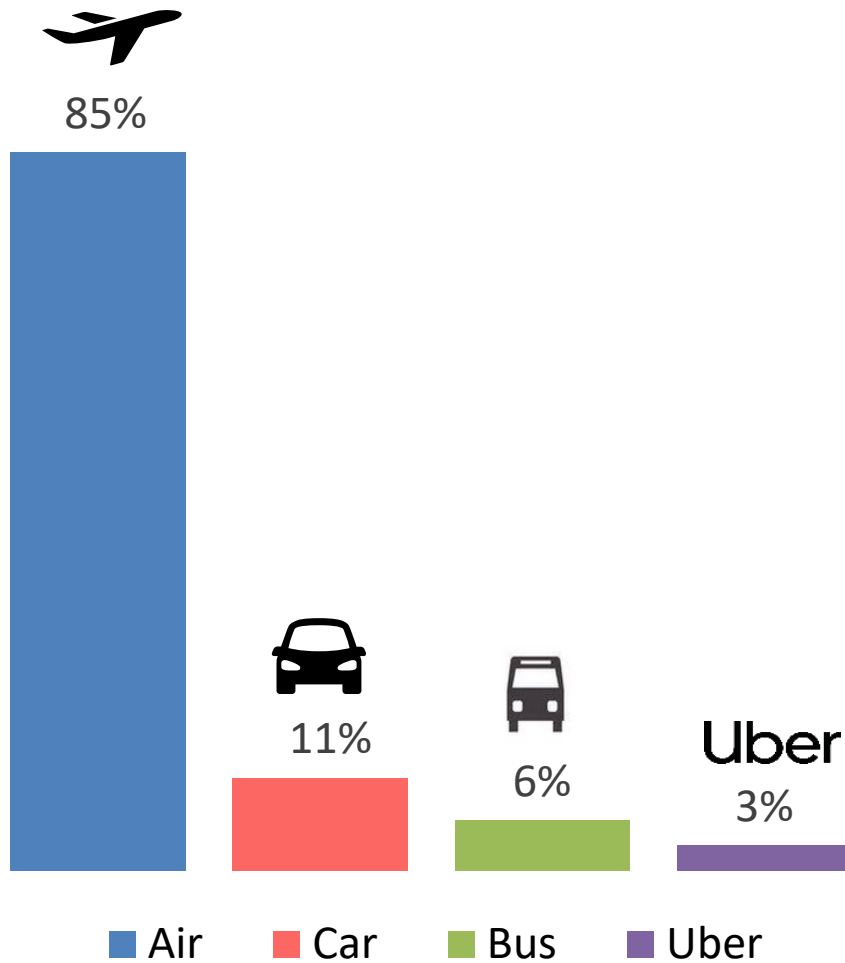
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Q. What was the name of the hotel/motel you are staying at?

Base: Reside outside of Miami-Dade

# Transportation to the Greater Miami Area



Q. What means of transportation did you utilize for this trip to the Greater Miami Area?

Base: Reside outside of Miami-Dade

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## **Section 2:**

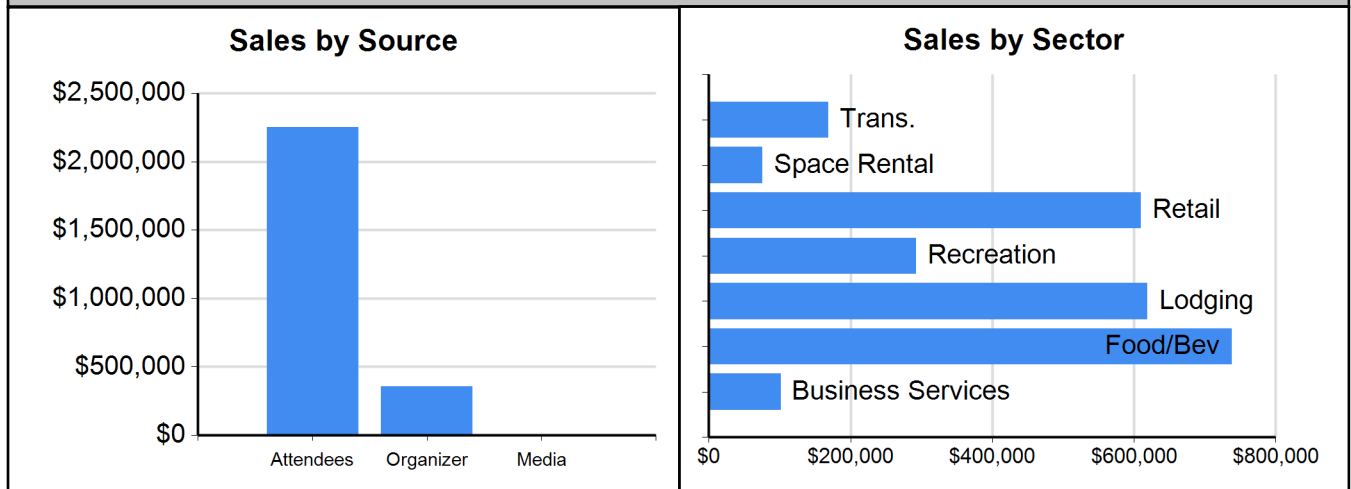
# **Economic Impact Of 2019 ITF Senior Tennis Tournament**

# Event Impact Summary

Destination: GTR MIAMI CONVENTION & VISITORS BUREAU

| Event Parameters     |                                                | Key Results              |             |
|----------------------|------------------------------------------------|--------------------------|-------------|
| Event Name:          | 2019 ITF Seniors World Individual Championship | Business Sales (Direct): | \$2,606,035 |
| Organization:        | ITF                                            | Business Sales (Total):  | \$4,447,918 |
| Event Type:          | Adult Amateur                                  | Jobs Supported (Direct): | 347         |
| Start Date:          | 10/20/2019                                     | Jobs Supported (Total):  | 441         |
| End Date:            | 11/2/2019                                      | Local Taxes (Total):     | \$121,403   |
| Overnight Attendees: | 1482                                           | Net Direct Tax ROI:      | \$97,789    |
| Day Attendees:       | 635                                            | Estimated Room Demand:   | 4,805       |

## Direct Business Sales



| Industry          | Attendees   | Organizer | Media/Sponsors | Total       |
|-------------------|-------------|-----------|----------------|-------------|
| Lodging           | \$618,974   | \$0       | \$0            | \$618,974   |
| Transportation    | \$157,430   | \$10,598  | \$504          | \$168,532   |
| Food & Beverage   | \$571,083   | \$167,408 | \$0            | \$738,491   |
| Retail            | \$610,228   | \$0       | \$0            | \$610,228   |
| Recreation        | \$292,938   | \$0       | \$0            | \$292,938   |
| Space Rental      | \$0         | \$75,303  | \$0            | \$75,303    |
| Business Services | \$0         | \$101,285 | \$284          | \$101,569   |
| TOTAL             | \$2,250,652 | \$354,595 | \$788          | \$2,606,035 |

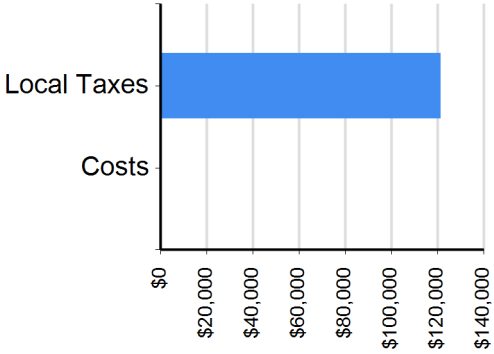
## Event Impact Details

Destination: GTR MIAMI CONVENTION & VISITORS BUREAU

Event Name: 2019 ITF Seniors World Individual Championship 2019

Organization: ITF

| Economic Impact Details             |                  |                  |                  |
|-------------------------------------|------------------|------------------|------------------|
|                                     | Direct           | Indirect/Induced | Total            |
| <b>Business Sales</b>               | \$2,606,035      | \$1,841,883      | \$4,447,918      |
| <b>Personal Income</b>              | \$913,680        | \$517,438        | \$1,431,118      |
| <b>Jobs Supported</b>               |                  |                  |                  |
| Persons                             | 347              | 93               | 441              |
| Annual FTEs                         | 26               | 7                | 33               |
| <b>Taxes and Assessments</b>        |                  |                  |                  |
| <u>Federal Total</u>                | <u>\$240,455</u> | <u>\$155,318</u> | <u>\$395,774</u> |
| <u>State Total</u>                  | <u>\$174,980</u> | <u>\$58,572</u>  | <u>\$233,552</u> |
| sales                               | \$131,198        | \$27,628         | \$158,827        |
| income                              | \$0              | \$0              | \$0              |
| bed                                 | \$0              | -                | \$0              |
| other                               | \$43,782         | \$30,944         | \$74,726         |
| <u>Local Total (excl. property)</u> | <u>\$97,789</u>  | <u>\$23,614</u>  | <u>\$121,403</u> |
| sales                               | \$21,866         | \$4,605          | \$26,471         |
| income                              | \$0              | \$0              | \$0              |
| bed                                 | \$43,328         | -                | \$43,328         |
| per room charge                     | \$0              | -                | \$0              |
| tourism district                    | \$0              | -                | \$0              |
| restaurant                          | \$8,566          | \$2,026          | \$10,592         |
| other                               | \$24,029         | \$16,983         | \$41,011         |
| property tax                        | \$47,276         | \$24,448         | \$71,724         |

| Event Return on Investment (ROI)                 |           |                                                                                      |
|--------------------------------------------------|-----------|--------------------------------------------------------------------------------------|
| <b>Direct local tax ROI (net property taxes)</b> |           |                                                                                      |
| Direct Tax Receipts                              | \$97,789  |  |
| DMO Hosting Costs                                | \$0       |                                                                                      |
| Direct ROI                                       | \$97,789  |                                                                                      |
| Net Present Value                                | \$97,789  |                                                                                      |
| Direct ROI (%)                                   | -         |                                                                                      |
| <b>Total local tax ROI (net property taxes)</b>  |           |                                                                                      |
| Total Local Tax Receipts                         | \$121,403 |                                                                                      |
| Total ROI                                        | \$121,403 |                                                                                      |
| Net Present Value                                | \$121,403 |                                                                                      |
| Total ROI (%)                                    | -         |                                                                                      |

| Estimated Room Demand Metrics |        |
|-------------------------------|--------|
| Room Nights (total)           | 4,805  |
| Room Pickup (block only)      | 0      |
| Peak Rooms                    | 741    |
| Total Visitor Days            | 10,063 |

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## Section 3:

# Demographics

# Demographics

| <b><u>Gender</u></b>                  |     | <b><u>Marital Status</u></b>    |     |
|---------------------------------------|-----|---------------------------------|-----|
| Female                                | 44% | Single, never married           | 21% |
| Male                                  | 56% | Married                         | 63% |
|                                       |     | Separated, divorced or widowed  | 16% |
| <b><u>Education</u></b>               |     | <b><u>Age</u></b>               |     |
| Some school                           | 3%  | Under 25                        | 1%  |
| High school graduate or equivalent    | 10% | 25 to 34                        | 1%  |
| Some college (includes 2-year degree) | 10% | 35 to 44                        | 46% |
| College (4-year degree)               | 19% | 45 to 54                        | 44% |
| Graduation or professional degree     | 53% | 55 to 64                        | 3%  |
| Other education                       | 4%  | 65 and over                     | 5%  |
| <b><u>Household Income</u></b>        |     | <b><u>Ethnicity</u></b>         |     |
| Under \$50,000                        | 17% | American Indian/Native American | 0%  |
| \$50,001 to \$80,000                  | 12% | Asian                           | 5%  |
| \$80,001 to \$110,000                 | 11% | Black/African-American          | 0%  |
| \$110,001 to \$140,000                | 13% | Caucasian                       | 58% |
| \$140,001 to \$180,000                | 10% | Hispanic/Latino                 | 19% |
| \$180,001 to \$210,000                | 6%  | Multi-Racial                    | 3%  |
| \$210,001 to \$250,000                | 3%  | Other                           | 15% |
| Over \$250,000                        | 7%  |                                 |     |
| Prefer not to answer                  | 19% |                                 |     |