



GREATER MIAMI CONVENTION & VISITORS BUREAU



# **CELEBRITY SOCCER MATCH**

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## **Profile of Attendees November 2019**

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# Background and Objectives

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The 2<sup>nd</sup> Annual Celebrity Soccer Match Beach event consist of 7-on-7 friendly matches with models, celebrities, soccer stars, and buddies from all over the world. It takes place to support Best Buddies, the world's largest non-profit organization keen to end social, physical, and economic isolation of people with intellectual and developmental disabilities, or IDD. This family-friendly event is free for the public to enjoy meet-and-greets, show-cases, brand activations, and more throughout the day!

The Greater Miami Convention & Visitors Bureau (GMCVB) in-partnership with Celebrity Soccer developed a research survey to gauge the perceptions of attendees to Celebrity Soccer and to provide insight into their perspectives of the event.

Interviews were conducted on one day: Saturday, November 23, 2019 at the North Beach Bandshell. The target audience consisted of persons entering and exiting the Celebrity Soccer. The survey was designed to:

- Provide a demographic profile of the Celebrity Soccer attendees
- Determine the originating destination of Celebrity Soccer attendees
- Understand sources of event awareness
- Gauge the satisfaction and intent to return to Celebrity Soccer

The ensuing information is geared to assist Celebrity Soccer organizers in developing marketing initiatives to further promote and expand the event.

# Executive Summary

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The majority of attendees came from Miami-Dade County. Although international attendance was relatively low, it still accounted for 13% of the total audience.

Roughly half of out of town attendees used some form of paid lodging, with hotel/motel accommodations being their top preference. Four in five people surveyed said their lodging was located in Miami-Dade County.

- For those who used lodging in Miami-Dade County, just over half said they were staying in Miami Beach.

More than half of those from out of town drove to the Greater Miami area and about a third flew. Although not a huge proportion, about 7% were here on a cruise.

The most often-mentioned activity that visitors to Miami-Dade said they would be doing during their visit was to go to the beach, followed by visiting Miami restaurants, visiting Miami attractions, and sightseeing.

The most common source of awareness of Celebrity Soccer was walking by the event, followed by social media and word of mouth.

- This event had a lot of walk-by traffic so it would not be surprising that many people who attended were not previously aware of the event.
- Social media awareness was substantial, with two in five people claiming they learned about the event through Instagram. Facebook also received a fair amount of attention.

Attendees of this year's event overwhelmingly (86%) said they will return next year.

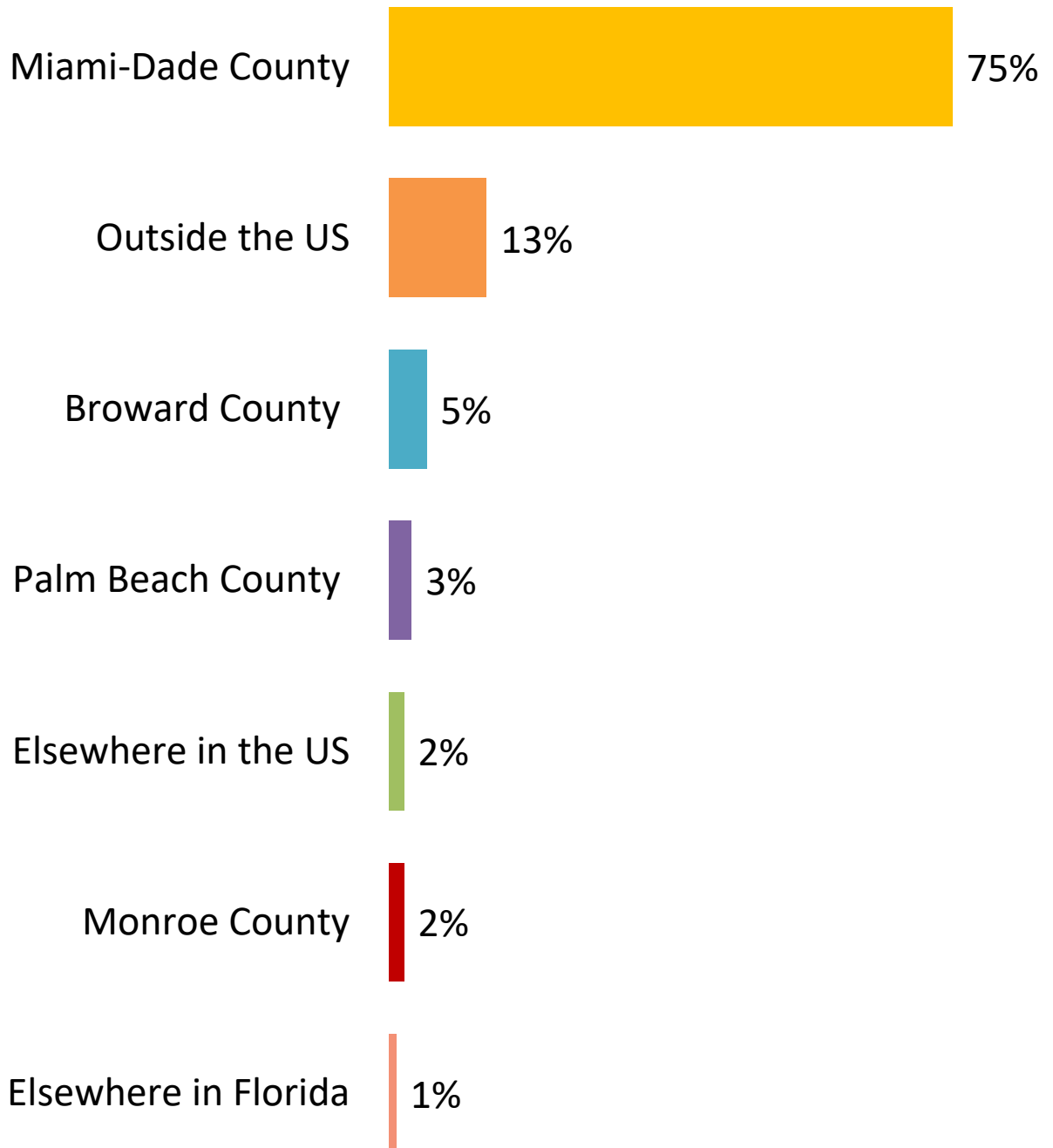
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# **Section 1:**

## **Detailed Findings**

## Place of Residence

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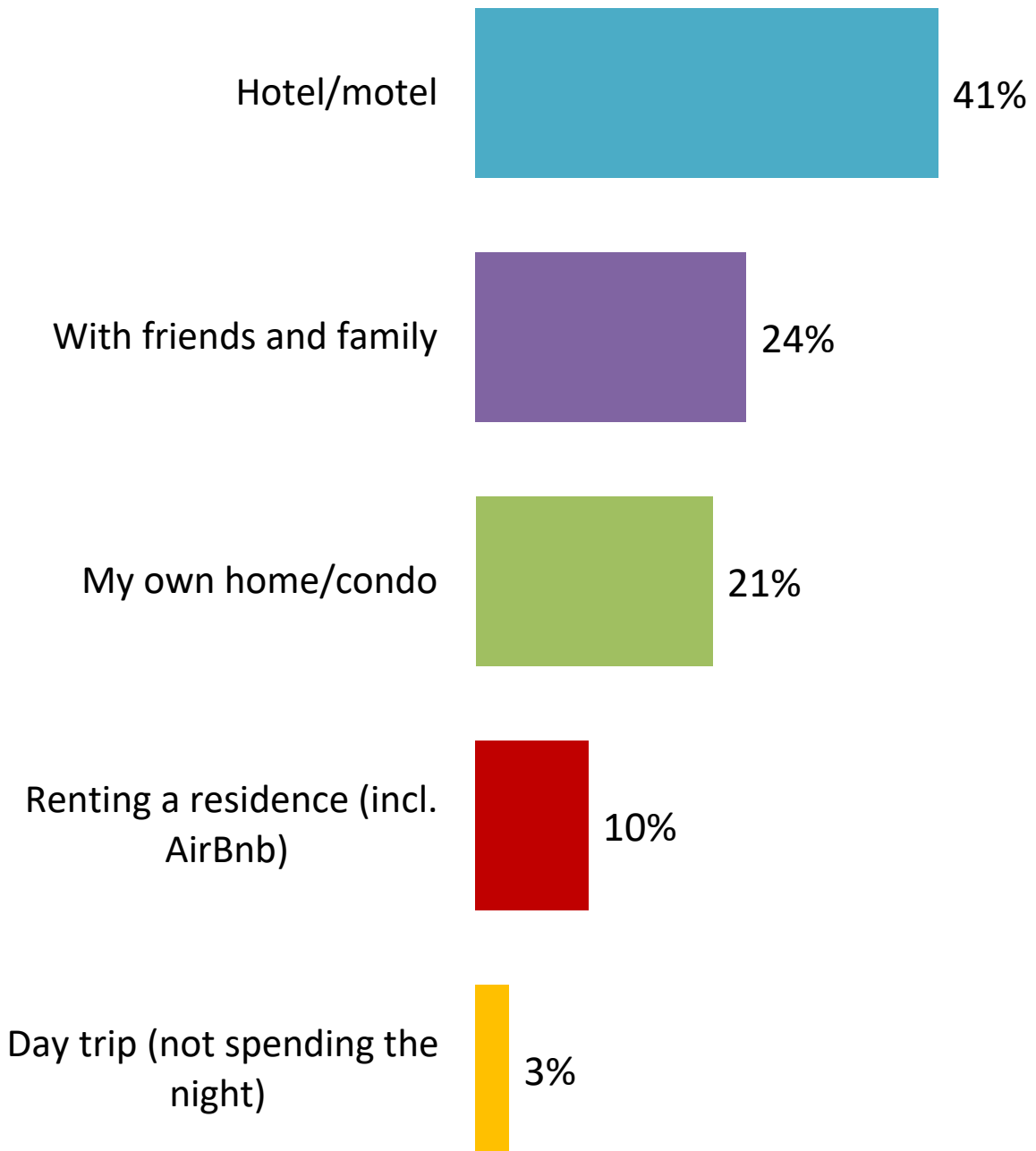


Q. Where is your PRIMARY residence?

Base: Total Answering

# Type of Lodging

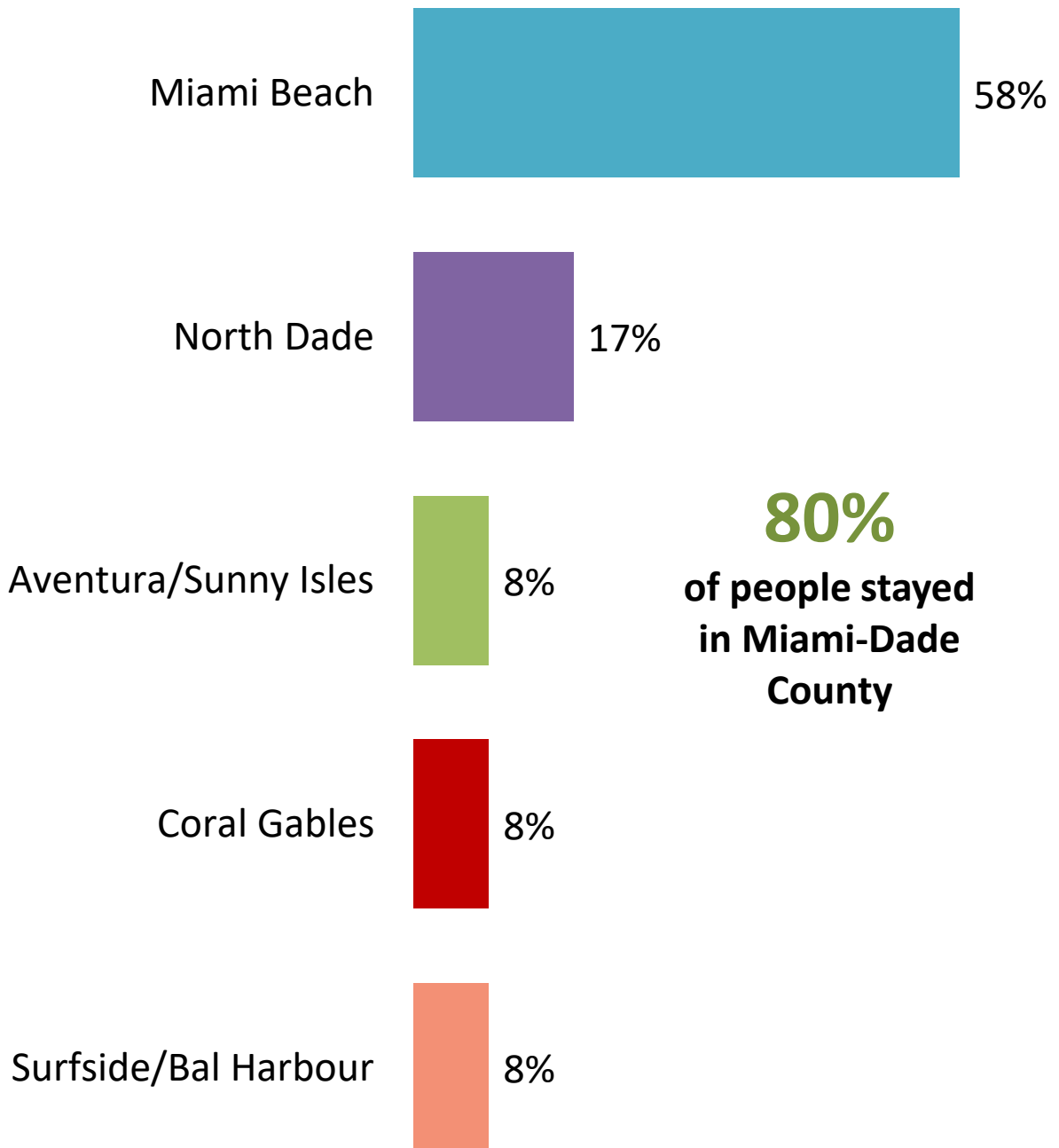
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Q. What type of lodging are you using during your visit?

Base: Reside outside of Miami-Dade

# Lodging in Miami-Dade County



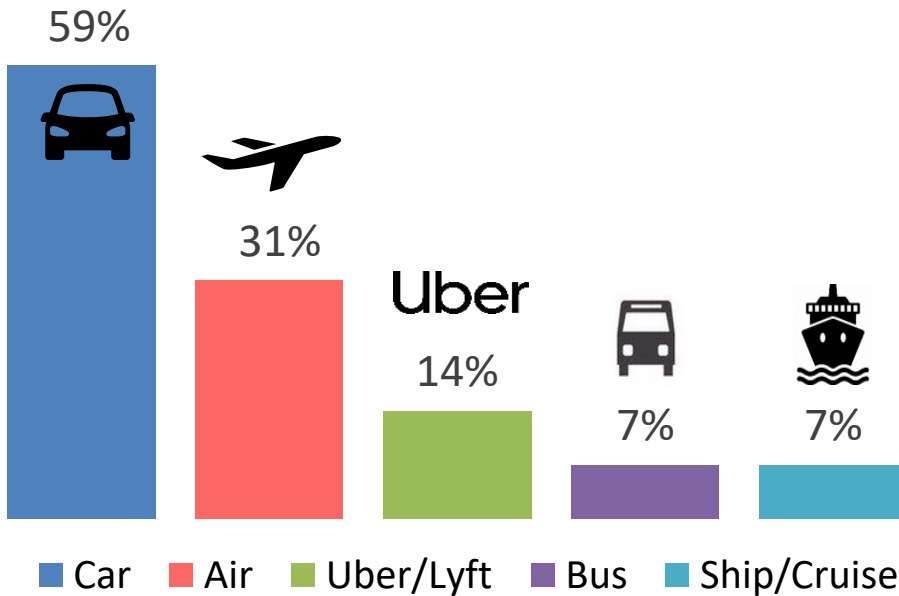
Q. Where is your PRIMARY residence?

Base: Total Answering

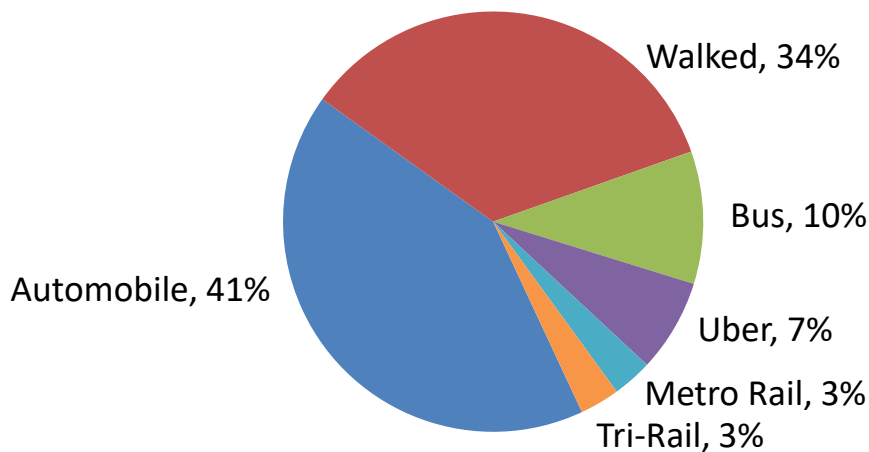


# Transportation

## To The Greater Miami Area



## To Celebrity Soccer

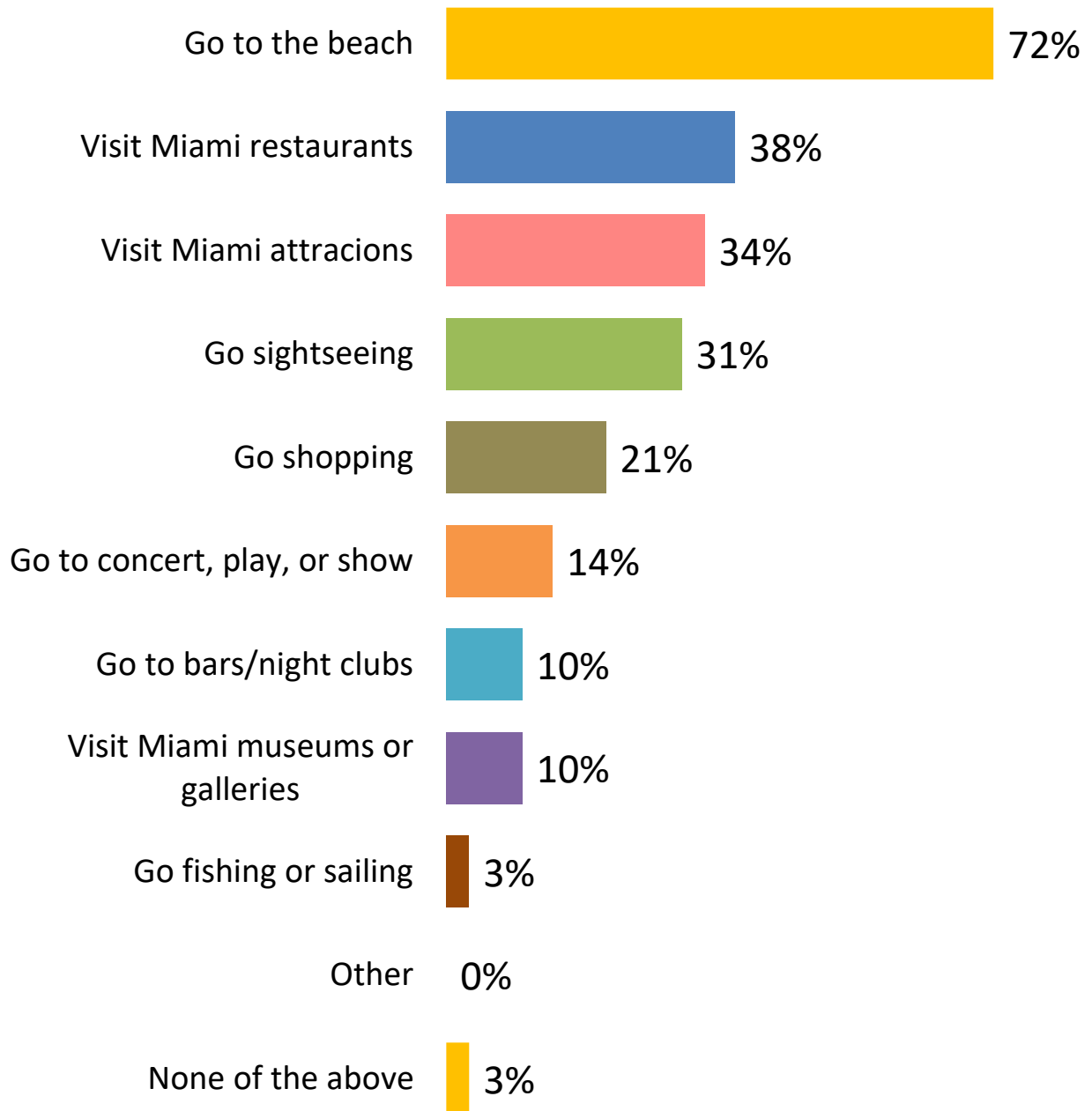


Q. What means of transportation did you utilize for this trip to the Greater Miami Area (not the actual event)?

Q. What means of transportation did you utilize to get to Celebrity Soccer?

Base: Reside outside of Miami-Dade

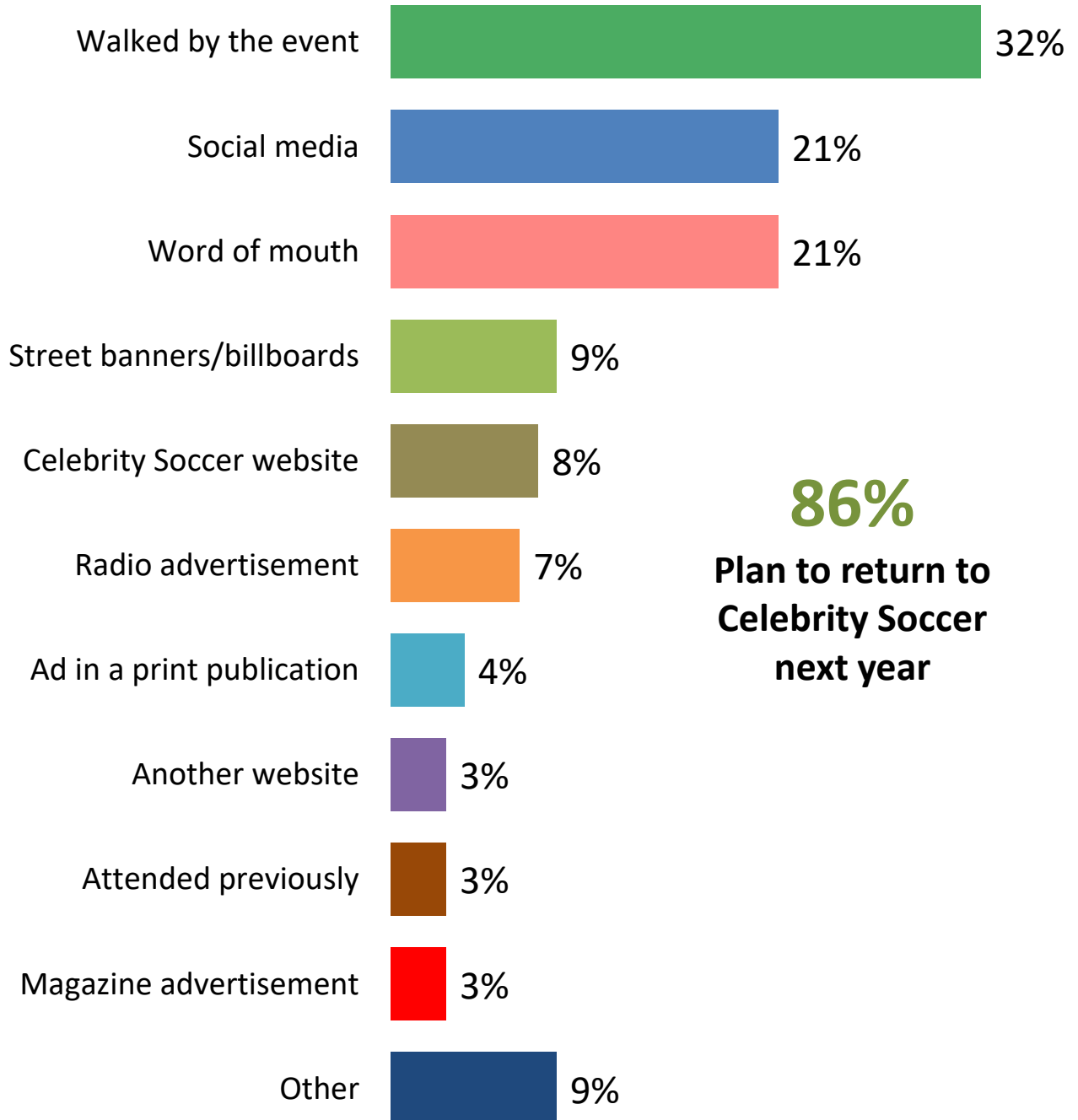
# Activities While Visiting Greater Miami Area



Q. While in the Greater Miami Area for Celebrity Soccer, which of the following are you likely to do?

Base: Reside outside of Miami-Dade

# Sources of Awareness About Celebrity Soccer

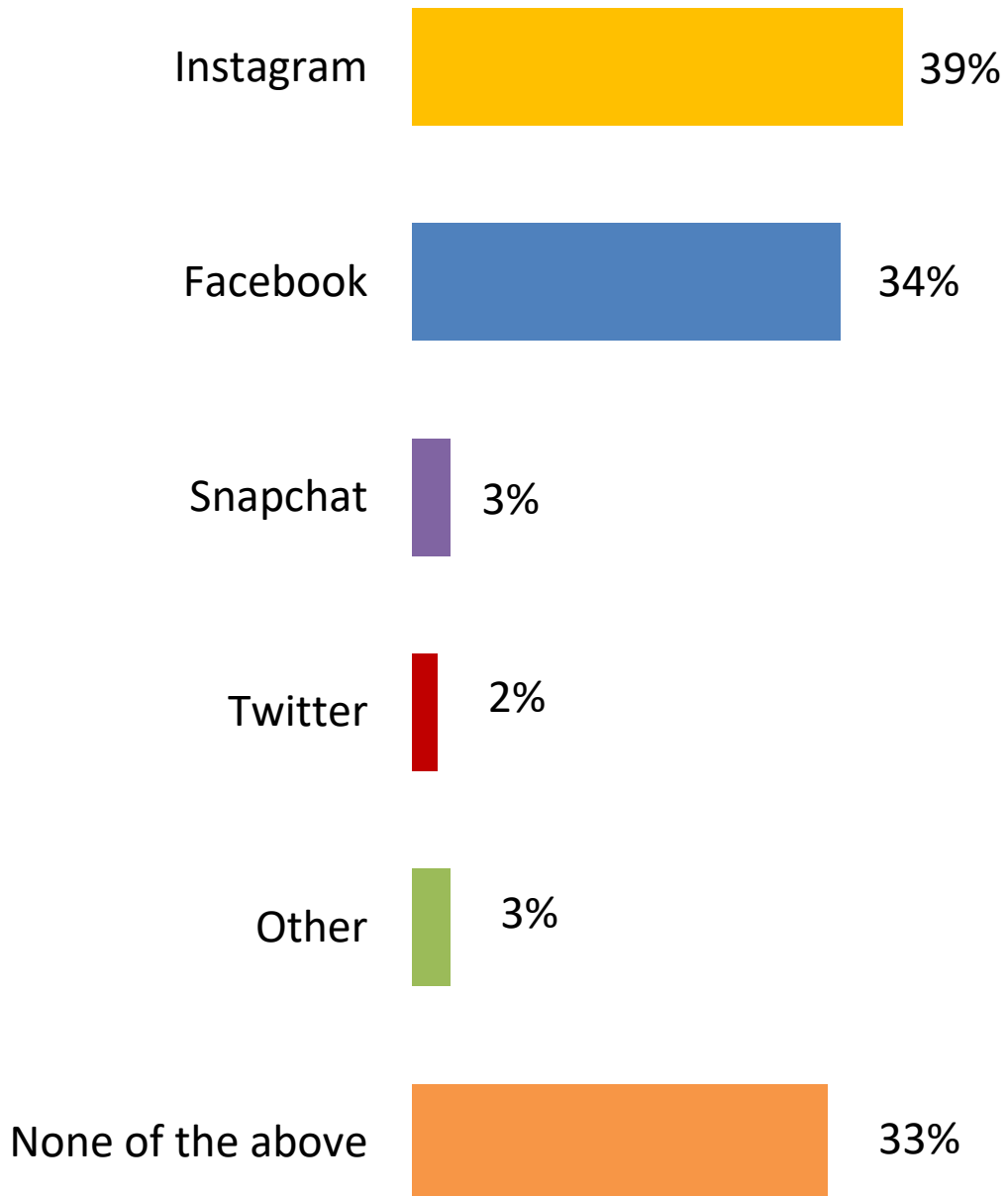


Q. How did you learn about Celebrity Soccer?

Base: Total Answering

# Social Media

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Q. From which of the following social media, if any, did you learn about Celebrity Soccer?

Base: Total Answering

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## Section 2:

# Demographics

# Demographics

<u>Gender</u>		<u>Household Income</u>	
Female	56%	Under \$35,000	33%
Male	44%	\$35,000 to \$50,000	24%
		\$50,001 to \$70,000	20%
		Over \$70,000	23%
<u>Ethnicity</u>			
American Indian/Native American	5%		
Asian/Pacific Islander	4%	<u>Education</u>	
Black/African-American	8%	Some high school	13%
Caucasian	14%	Completed high school	7%
Hispanic/Latino	68%	Some college	15%
Multi-Racial	5%	Bachelor's degree	30%
Other	1%	Some graduate studies	9%
		Master's degree	14%
		Doctoral degree	7%
<u>Age</u>			
Under 13	1%	Other education	7%
13 to 20	19%		
21 to 40	34%	Average party size (paid lodging)	2
41 to 60	40%	Average length of stay (paid lodging)	7 nights
Over 60	6%		