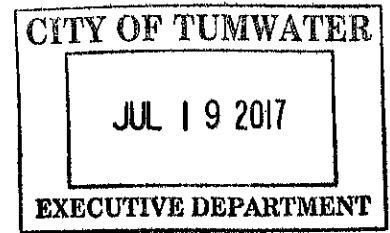


**City of Tumwater  
Lodging Tax Final Report Form**



Organization's Name: **Olympic Flight Museum**

Submitted By: **Teri Thorning**

Date: **6/30/17**

Email Address: **info@olympicflightmuseum.com**

Phone: **(360) 705-3925**

*This Report Covers:*

Special Event or Festival Name: **Olympic Air Show**

Tourism Facility: **Olympic Flight Museum**

Date(s) This Report Covers: **June 16-18, 2017**

Total amount spent on the event/tourism facility: **\$126,470**

The total amount of Tumwater lodging tax funds expended: **\$32,440**

The total amount of lodging tax funds expended from all jurisdictions: **\$43,440**

Overall Total Attendance: **8,250**

*The number of participants who attended the event/activity/tourism facility in each of the following categories:*

Attending from out-of-state (include other countries)	<b>76</b>
1) Total number of visitors who traveled fifty miles or more to attend	<b>1,757</b>
a) Staying overnight in Tumwater, in unpaid accommodations (e.g. with friends/family) <u>and</u> traveling fifty miles or more one way from their place of residence or business	<b>1,142</b>
b) Staying overnight in Tumwater, in paid accommodations away from their place of residence or business	<b>439</b>
▪ Total Paid Lodging Nights	<b>330</b>
c) Staying for the day only <u>and</u> traveling more than fifty miles away from their place of residence or business	<b>176</b>
2) Attending but not included in question #1 above	<b>6,493</b>

Describe what methods you used to determine attendance and to distinguish between the different visitors categories listed above.

**Overall Total Attendance was manually counted at admissions gate; out of state/country as determined by electronic ticket analysis as well as actual count of performers(pilots & crew);**

**1. 21.3 % of total visitors as reflected in electronic ticket sales analysis:  $21.3\% \times 8250 = 1757$ .**

**1.a. estimate of 65% of 1757 tourists staying in unpaid accomadations = 1,142.**

1.b. estimate of 25% of 1757 tourists staying in paid accomadations = 439

Total paid lodging nights: of the 439 staying in paid accomadtions estimate 2 per room = 220; estimate of those 220, 50% stayed two nights, for a total of 330.

1.c. Estimate of 10% of 1757 staying for day only = 176.

2. Attending but not included in question #1: is 8250 total visitors less 1757 tourists =6493.

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

**The 2017 Olympic Air Show tourist attendance realized a 1.6% increase from 2016. The continued buget sequestration enforced by the U.S. Governemnt results in fewer military assets to feature. Despite this, the Air Show successfully promoted and marketed unique ground and aerial displays resulting in increased attendance to the City of Tumwater**

Select the methodology used to estimate the actual number of visitors/participants. (This terminology is identified by the Joint Legislative Audit and Review Committee.)

**Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

**Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

**Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

**Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

**Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

**Other:** (please describe)

#### **TUMWATER SPECIFIC QUESTIONS:**

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Yes.

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

**The 20th Anniversary of the Olympic Air Show is scheduled for its traditional date of Father's Day Weekend, June 16-17, 2018. We will continue to apply for US military assets to feature, as well as contract with aerobatic performers to enhance the event.**