

# 2024 Tour de Palm Springs in Coachella Valley

## Economic Impact Survey

### Background

5,173\* surveys were sent out to all pre-registered event participants

911 surveys were returned (18%)

83% of the responders were visiting the CV

70% visiting the CV stayed overnight one or more nights

\*102/1,802;85/260;64/53;50/1,121;34/768;25/221;7/251;w/596 (miles/riders, w=walkers)

### Assumptions

*The 18% of the registered participants who returned their surveys are proportionately representative of the remaining 82%.*

*Those responding to the survey who stayed overnight were predominately 34-102 mile riders.*

*Half of those reporting stays of 4+ days were TOT-exempt (30+ days).*

### Data

1. Number of nights stayed

1 - 19%

2 - 43%

3 - 15%

4+ 23%

2. Where stayed

61% Palm Springs

18% Palm Desert

5% Cathedral City

4% Indio

- 3% Desert Hot Springs, La Quinta & "Other" (each)
- 2% Rancho Mirage
- 3. In what
  - 43% Hotel
  - 17% Private Home (non-TOT)
  - 14% Air B&B
  - 10% Motel
  - 8% Vacation Rental
  - 4% RV Park
  - 4% Other
- 4. Total number in group
  - 1 – 111 (15%) registered participant
  - 2 – 349 (49%) registered participant plus one
  - 3 – 56 (8%) registered participant plus two
  - 4+ 201 (28%) registered participant plus three or more

### **Computations**

1. Transient Occupancy Tax: 5,488 room nights in TOT-generating lodging averaging a daily room rate of \$350 taxed @ 11% = \$211,288 x 18% (PD) = \$38,032.
2. Sales Tax: GPSCVB reported that the economic impact of visitors to the CV averages \$509 per person per day. Subtracting \$350 for the lodging component leaves \$159 for dining, shopping, and attractions taxed at the PD rate of 7.75% = \$12.32 per visitor per day. The estimated numbers of event participants and their parties staying over for 1, 2, 3, and 4+ nights was 420, 1372, 224, and 784. This equates to 420, 2,744, 672, and 3,136 days per visitor generating estimated sales tax totals = \$102,488 x 18% (PD) = \$7,645.
3. Total estimated PD TOT & sales tax generated by the 2024 Tour = \$45,677.