



The Economic Impact

Harry Potter: A Forbidden Forest Experience

The Lakefront District has always thrived during the warm months, drawing in visitors eager to enjoy Little Elm Beach. However, as temperatures drop, so do our businesses' sales and the utilization of our Lakefront amenities. Determined to counteract this seasonal trend, the town embarked on a mission to drive business to The Lakefront District during these months.

Multi-day Christmas events such as Magic of Lights (2020 and 2021) and Lights on the Lake (2022) were introduced, providing a welcomed boost to businesses. As a Town we lacked staffing resources, inventory, and experience to keep up with the surrounding market trends of a multi-day Christmas event. The idea of recruiting a seasoned event company took root in 2022.

July of 2022 the recruitment of "Harry Potter: A Forbidden Forest Experience" began. In embracing Harry Potter: A Forbidden Forest Experience, The Lakefront District not only aimed to break free from the traditional winter slump but also to showcase its commitment to innovation and providing a truly magical experience visitors and residents.



FEATURED SPOTLIGHT

NEWS FOOD

HOME > COMMUNITY

Harry Potter Experience

The grand opening

How Little Elm Park charmed its way into becoming the 'Harry Potter: Forbidden Forest Experience'

By Martin Friedenthal Jul 29, 2023

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1 of 4

Most Popular

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- 5 Lakeside Police investigation updates

Podcast Awards Are Headed

24

Much It Is To Live At The

Celebrities Confirmed to

ch

<https://www.getyourguide.com/the-wizarding-world-of-harry-potter/>

GET YOUR GUIDE

The Wizarding World of Harry Potter

The Wizarding World of Harry Potter
Family-friendly activities

3 activities found



ENTRY TICKET
Universal Studios Hollywood:
Ticket with Easy Cancellation

1 day
Booked 8 times yesterday



GUIDED TOUR
Universal
VIP Tour v

1 day • Skip the line
Booked 2 times yesterday

7 days

VISITORS IN LITTLE ELM PARK



TOTAL VISITORS: 241,800



DRAWING ATTENDANCE
FROM 48 STATES



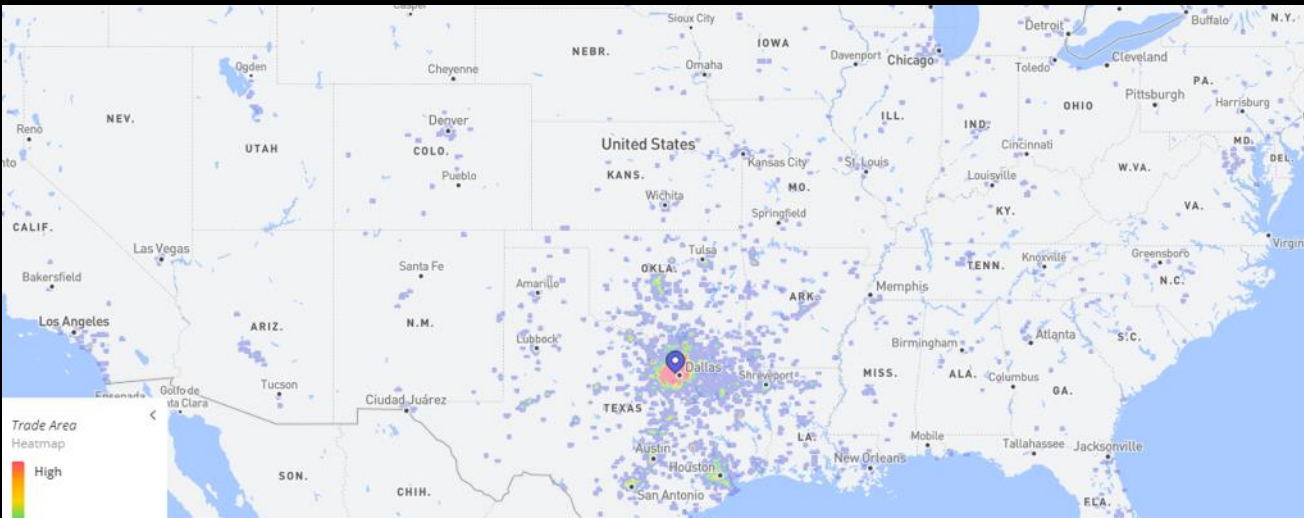
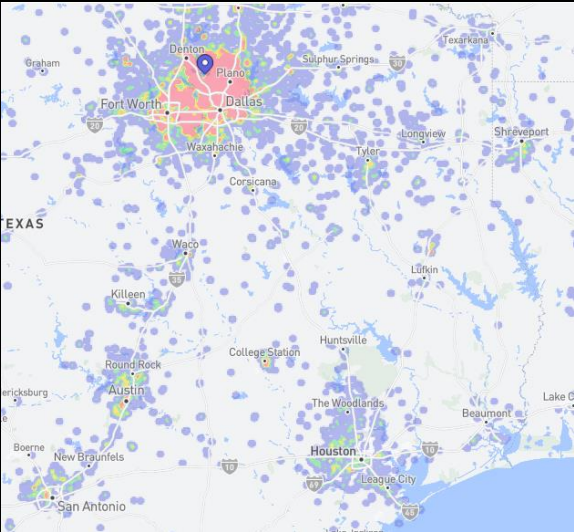
211,000 WERE FIRST TIME
VISITORS TO LITTLE ELM



17,600 ATTENDEES WERE
PROUD LITTLE ELM
RESIDENTS,
REPRESENTING 34% OF
OUR POPULATION



HEAT MAP OF VISITORS



State	Visits		
TX	208,801		
OK	8565		
LA	3870		
MA	3427		
AR	2,222	PA	260
CA	2208	IN	259
FL	1102	MN	258
KS	803	MD	254
NY	749	NJ	225
IL	715	WI	215
MO	710	OR	196
CO	701	NV	183
AZ	646	AL	175
TN	454	OH	172
NM	444	MT	163
GA	428	NE	146
MI	388	CT	142
VA	385	SC	72
MS	382	NH	67
WA	365	ME	59
NC	354	ND	54
UT	328	SD	49
IA	320	WY	48
KY	261	AK	43
		HI	29
		ID	22

57

Million

**\$57,042,014 DIRECT ECONOMIC IMPACT
FOR THE DFW METROPLEX**

99

Million

\$99,823,524 INDIRECT ECONOMIC IMPACT



These remarkable figures not only reflect the immediate financial influx into the DFW region but also highlight the extensive ripple effect on various sectors. The event not only boosts local businesses but also contributes significantly to the overall economic prosperity of the region.

HOTEL ROOM NIGHTS



3,757

room nights at The Elm



27,649

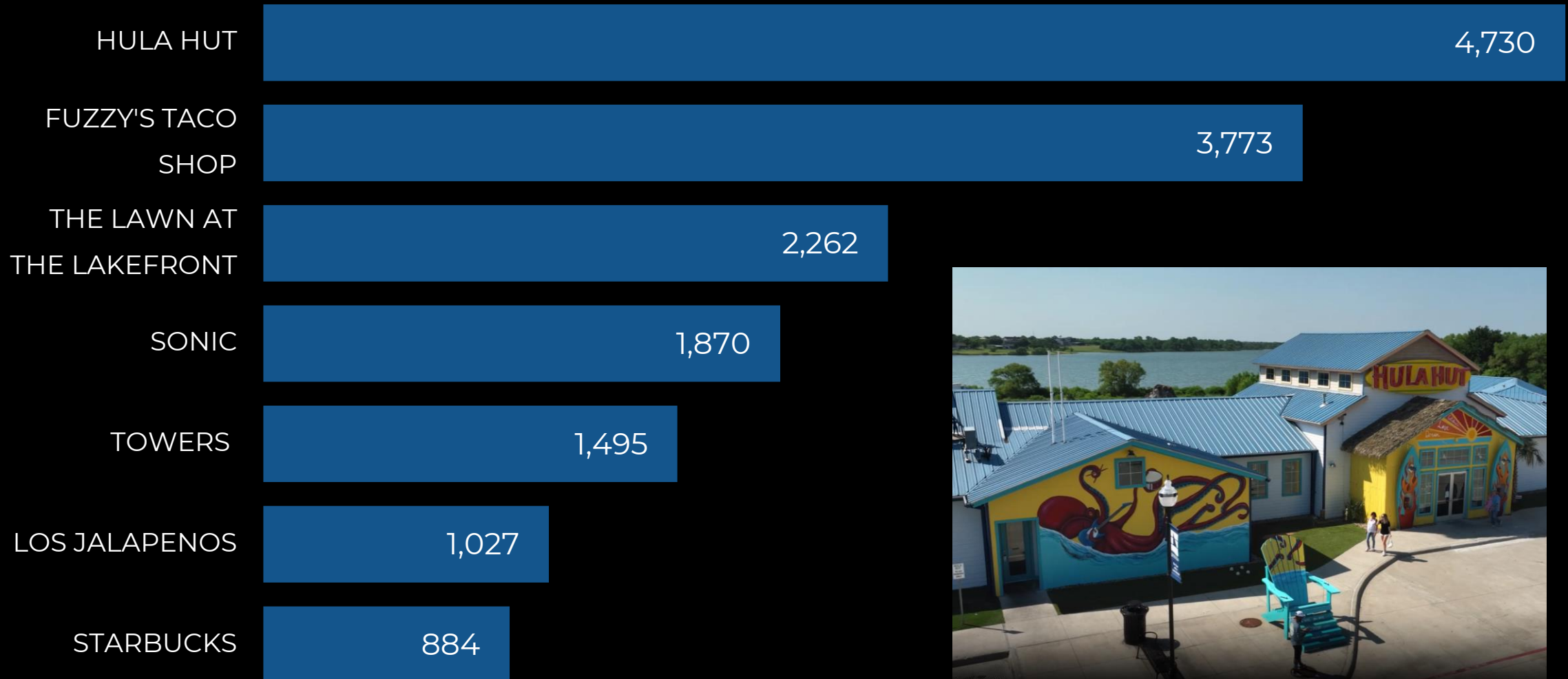
room nights accumulated in the DFW Market



329%

increase in short term rentals occupancy in Little Elm, year over year

VISITOR JOURNEY



VISITOR JOURNEY



Hula Hut	Little Elm	3273	1457
The Elm, a Ramada by Wyndham	Little Elm	2491	2697
Fuzzy's Taco Shop	Little Elm	1791	1982
The Lawn at The Lakefront	Little Elm	1721	541
The Rec at The Lakefront	Little Elm	1076	273
Towers Tap House	Little Elm	859	636
Los Jalapenos	Little Elm	856	171
SONIC Drive In	Little Elm	799	1071
Starbucks	Little Elm	690	194
Tinman Social	Little Elm	634	451
Chevron	Little Elm	508	347
Hat Creek Burger Company	Little Elm	503	157
Tiff's Treats	Little Elm	496	644
Dollar General	Little Elm	450	67
La Azteca Meat Market	Little Elm	449	22
Valero	Little Elm	401	208
Sawaii Indian Restaurant	Little Elm	364	N/A
Applebee's	Little Elm	356	1288
SUBWAY	Little Elm	340	201
Taco Bell	Little Elm	285	563
Hobby Lobby	Little Elm	282	N/A
Almost Home Taphouse / Margarita Hut	Little Elm	270	1185
CVS pharmacy	Little Elm	223	57
Beard Park	Little Elm	208	133
Aldi	Little Elm	187	39
Leo's Shopping Center	Little Elm	182	321
Marios Mexican And Salvadoran	Little Elm	173	291
Starbucks	Little Elm	173	N/A
Exxon	Little Elm	167	41
Cottonwood Park	Little Elm	149	443
QuikTrip	Little Elm	142	147
Lakeside Dental	Little Elm	142	N/A
Little Elm Athletic Complex	Little Elm	137	N/A
Little Elm Softball Fields	Little Elm	130	41
Lakeshore Crossing	Little Elm	126	151
Exxon	Little Elm	124	148
Shops at Little Elm	Little Elm	120	186
Jack in the Box	Little Elm	N/A	258
Little Elm Town Crossing	Little Elm	N/A	194
Little Caesars Pizza	Little Elm	N/A	158
Wing Daddy's Sauce House	Little Elm	N/A	156

JOB OPPORTUNITIES



215 on-site jobs created inside
Little Elm Park



653 of overtime hours created
for Police Officers in Little Elm



1,652.5 of overtime hours
created for EMT's in Little Elm



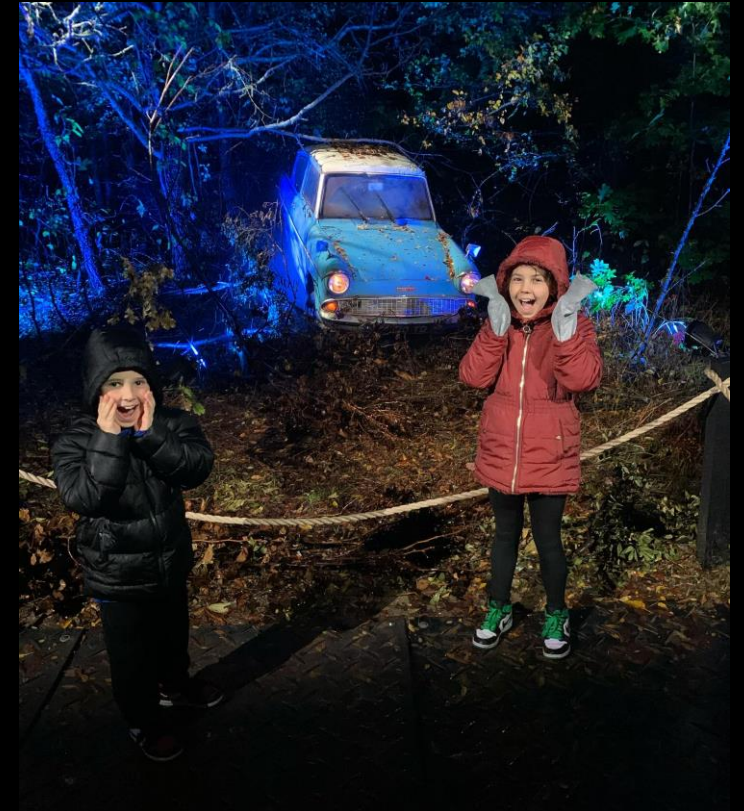
Countless vendor jobs created

BUSINESS AND SALES TAX IMPACT



We are projecting a 40-60% increase in sales tax from on-site sales.

Catering from the local businesses for staff meals was \$64,659.38.



YEAR-OVER-YEAR, EVENT COMPARISON



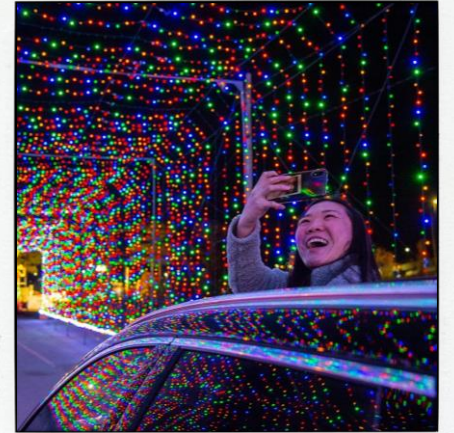
Harry Potter A Forbidden
Forest Experience (2023):
241,800 Visitors



Lights on The Lake (2022):
14,400 Visitors



Magic of Lights (2021): 23,200
Visitors



Magic of Lights (2020) 20,300
Visitors

New grass in Little Elm Camping
Wildflower field in trails
New turf multi purpose field



1 Fishing Event
5 Christmas Events
16 Movie Nights
11 Story Times
1 DJ Event
1 Concert
6 Farmer/Bo-ho Markets
1 Halloween Events



TES AND
TION

LOCAL TESTIMONIALS

“Harry Potter forest thing was pretty cool. I recommend checking it out if you're a fan.”

-Jason Bentley

“It was incredible. Really cool and I was completely lost in the experience. Even as someone who has spent a LOT of time on that trail (I was a daily walker) there were many times I had no idea where we were. Very immersive! And I say that as someone with no real affinity for HP. I had a great time!”

-Jenny Weems

“it was absolutely incredible and worth every penny! we were planning when we could go again before we even left”

-Kyla Daniel

“We really enjoyed it. If you are a Harry Potter fan, then I would highly recommend it. Lots of opportunities for fun activities, photo ops, etc. Everything is pricey, but let's be real, everything is pricey these days. You can get tickets for \$44. The \$70 tickets are deluxe tickets that come with a goodie bag.”

-Shannon Kingsley

“I'm a Harry Potter fan and loved it. In fact I'm going back with family.”

-Terri Johnson

“We loved it. It was magical. Definitely recommend”

-Kelly Sherpy

TESTIMONIALS

“My granddaughter went last week and she loved it.”

-Blanca Garcia

“Don't miss this amazing experience.”

-Charles Monroe

“We get guests from Harry Potter every night before the go to the event, they are really driving my tips.”

-Tinman Social Bartender

First, I would like to thank you for the opportunity, Drew. I cannot put in words how grateful we are for our relationship with you and the Town of Little Elm. This opportunity has allowed What a Hoot to grow in ways we never thought possible. What a Hoot Cookie Co is a mother/daughter owned company having started November 2018 as a cottage law bakery from our homes. Prior to Harry Potter, we would rent commercial kitchens for baking large orders as needed. The demand was not great enough to allow us to take the next step of owning our own, until Harry Potter. Harry Potter allowed us the opportunity to purchase and operate our own commercial kitchen. The revenue received from this endeavor allowed us to pay off the loan we took to own and operate.

This opportunity also gave us exposure to new clientele and opened doors, including becoming an approved vendor of Warner Brothers. With this, we also gained new partnerships with Spectrum, Fever and IMG. All the while, continuing to serve our wonderful community and What a Hoot family members. Thank you to the Town of Little Elm for your support always and entrusting us with your greatest asset, our community! ”

-Belinda and Courtney

PARK UPDATES AND REMEDIATION



New grass in Little
Elm Park camping



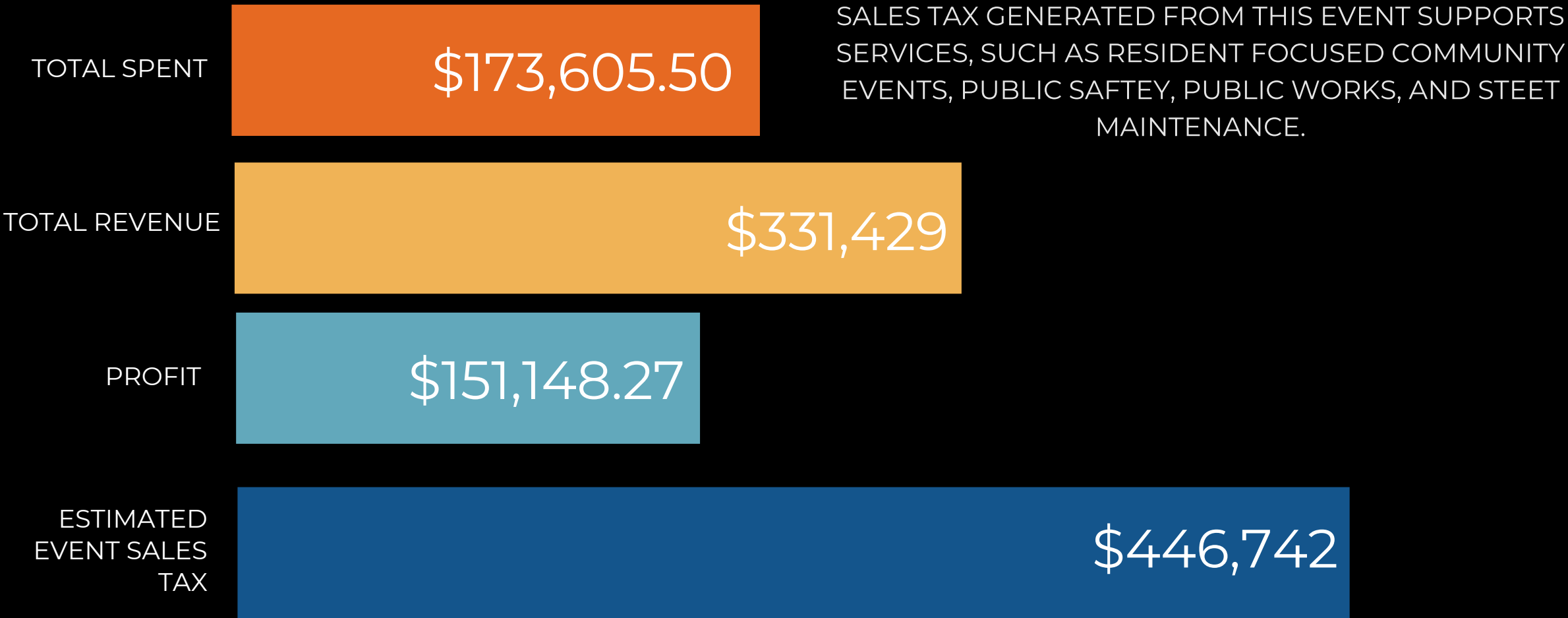
Wildflower field



New turf multiple-purpose field

DIRECT FINANCIALS

REVENUE FROM THIS EVENT GOES BACK INTO LITTLE ELM PARK TO CONTINUE TO ENHANCE AND MAINTAIN THE PARK.



NATIONALLY RANKED TOURISM DESTINATION

Little Elm Park is currently ranked 189 out of 3,940 for tourist destinations in the United States. Placing us in the top 5% in the United States.

of Properties: 3,940

Rank	Name	Visits
1	Central Park / Great Lawn Oval, New York, NY	7.22M
2	La Grange Park / La Grange, IL	6.15M
3	Bryant Park / Street and, 6th Ave, New York, NY	5.01M
4	Flushing Meadows Corona Park / Central Parkway and Van Wyck Expy, Queens, NY	4.11M
5	Port of Long Beach / W Ocean Blvd, Long Beach, CA	3.73M
Skipping 181 results		
187	Bernheim Arboretum and Research Forest / York St, Denver, CO	280.5K
188	Presque Isle State Park / Peninsula Dr, Erie, PA	278K
189	Little Elm Park / W Eldorado Pkwy, Little Elm, TX	276.6K
190	New York Botanical Garden / Southern Blvd, Bronx, NY	273.9K
191	Rittenhouse Square / Walnut St, Philadelphia, PA	270.1K

Hiding 3,749 results





WIZARDING
WORLD

Harry Potter

A FORBIDDEN FOREST
EXPERIENCE