

ECONOMIC IMPACT - 2023



Located at the Reno Stead Airport, the National Championship Air Races (NCAR) have historically been one of the largest events in Northern Nevada. Based on our latest impact study* targeting NCAR attendees, we've compiled key data to demonstrate how the local economy was impacted by the National Championship Air Races.

ATTENDANCE

- » Unique attendance: **113,236**
- » Unique non-local attendance: **82,968** (This number accounted for **73.3%** of unique attendance)
- » Of the unique non-local attendance, **80,434** listed the Reno Air Races was the **PRIMARY** reason for their visit (71% of unique attendance)
- » Attendees stay in Reno-Sparks for an average of **4.5 days**
- » **76.7%** of attendees would not visit the Reno Tahoe area for a reason outside of the Air Races within the following 12 months
- » **20.5%** of attendees attended another event within the Reno Tahoe area in the same week
- » Leading events/activities that attracted attendees:
 - **AIR RACING**
 - **AIR SHOW PERFORMANCES**
 - **RACING AND PITS**
 - **STATIC AIR CRAFT DISPLAYS**
 - **STEM EDUCATION ZONE**
- » **86.2%** of non-local attendees make plans to attend the event four weeks or more in advance of the event

FUTURE ATTENDANCE

- » **63.2%** plan to attend the Air Races in the future
- » **91.5%** would recommend the races to family and friends

DRAW TO AVIATION:

- » **47.7%** of attendees are pilots
- » **48.1%** of attendees own a plane
- » **32.2%** of attendees plan to purchase a plane in the future

LOCAL COMMERCE

- » **72.3%** of attendees stayed in a hotel
- » Average number of room nights per visitor was **2.64**
- » Average total spending per day reported for respondents is **\$951.65**
- » Overall estimated economic impact is **\$158,641,993**
 - Direct impact is estimated to be **\$90,887,125**
 - Indirect impact is estimated to be **\$35,367,626**
 - Induced impact is estimated to be **\$32,387,241**

**Study conducted by the University of Nevada, Reno Center for Economic Development and College of Business Center For Regional Studies, 2024.*

