

PinataFest 2025 – Economic & Attendance Projection Report

Date Proposed: September 12–13, 2025 (Final weekend of Roswell Air Races)

Prepared For: City of Roswell / Lodgers Tax Committee

1. Projection Context

- **Funding & Support:**
 - **\$20,000 Lodgers Tax grant**, used fully for targeted advertising.
 - **\$20,000 City sponsorship** for safety, sanitation, and promotional items.
 - **\$5,000 state grant** allocated to online/social discoverability improvements and onsite operational audit.
 - **Event Timing:** Scheduled to coincide with the final weekend of the **Roswell Air Races**—a known tourism booster.
 - **Marketing Goals:** Drive attendance through heightened event promotion, improved digital reach, and collaborative messaging with the Chamber and City partners.
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2. Attendance Projections

With robust funding and event alignment, we anticipate a **Facebook reach of 800,000–1 million impressions** plus:

- **Baseline conversion (normal conditions):** 0.5–1.0% → 4,000–10,000 attendees
- **Air Races synergy:** Estimated 25% uplift → **5,000–12,500 attendees**

Conservative estimate: 5,000

Target central rank: 7,500

Optimistic ceiling: 10,000+ attendees

This projection supports modest lodging and service growth modeling.

3. Lodging Impact

Scenario	Attendees	Out-of-Towners (15%)	Room Nights (2 ppl/room)	Total Rooms	Revenue @ \$120/night
Conservative	5,000	750	375	375	\$45,000
Target	7,500	1,125	563	563	\$67,560
Optimistic	10,000	1,500	750	750	\$90,000

4. Restaurant Sector Impact

Assuming 40% of out-of-town guests dine locally for at least one meal at ~\$20/person:

- **Conservative (750 OOT):** 300 diners → **\$6,000**
 - **Target (1,125 OOT):** 450 diners → **\$9,000**
 - **Optimistic (1,500 OOT):** 600 diners → **\$12,000**
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5. Fuel & Travel Costs

For out-of-town vehicle travel at 5 gal/day:

- **General attendees:**
 - Avg round-trip 200 mi @ 25 mpg → ~\$48 per vehicle × (750 attendees/2) ≈ 375 vehicles → **\$18,000**

Total travel fuel impact:

- Conservative: **\$28,000**,
 - Scales to **\$56,000** in optimistic scenarios.
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6. Total Economic Impact

Scenario	Lodging	Restaurants	Fuel Travel	Total Visitor Spending
Conservative	\$51,000	\$6,000	\$28,000	\$85,000
Target	\$73,560	\$9,000	\$42,000	\$124,560
Optimistic	\$96,000	\$12,000	\$56,000	\$164,000

Note: These estimates exclude direct event revenues (vendors, merchandise, etc.), highlighting only visitor-driven economic impact.

7. Summary & Strategic Recommendation

- A **moderate turnout (7,500 attendees)** yields ~**\$125,000** in visitor spending on lodging, dining, and fuel.
- The **\$20,000 lodging grant**, combined with sponsorship and audit funding, provides exceptional ROI through economic activity and tourism visibility.
- **Event timing with Air Races** is strategic and equates to ~25% audience boost.

- **Recommendations:**

- Continue joint promotion with Roswell Air Races.
- Enhance visitor experience to encourage overnight stays.
- Monitor bookings and fuel usage in real time for future improvements.