

WINGS OVER WAYNE

2019 AIR SHOW



AFTER ACTION REPORT

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OVERVIEW

This report is prepared by Visit Goldsboro, the department of travel and tourism for the City of Goldsboro & Wayne County. The Visit Goldsboro staff collected survey responses from 512 attendees of the WOW 2019 through online and on-the-ground surveys. The intent of the survey is to:

- ♣ Provide insight on attendee demographics
- ♣ Effectiveness of marketing efforts
- ♣ Overall satisfaction of event
- ♣ Determine economic impact

Therefore, this report is separated into four categories to clearly present the findings:

- 1) Demographics
- 2) Satisfaction
- 3) Marketing
- 4) Economic Impact

**Based on the average crowd size of 152,000 for the event weekend, the sample size from which survey was gathered contains a 4% margin of error with a 95% confidence rating.*

Executive Summary

152,000 Crowd Size Estimate
\$6.4M Economic Impact

Crowd size based on averages of two reports:

National Concessions estimates a total of 120,000 (Sat – 80k, Sun – 40k), based on revenue

Thunderbirds estimates a total of 185,000 (Sat – 105k, Sun – 80k), based on vast experience

DEMOGRAPHICS

- ▲ 54% Female & 46% Male Attendees
- ▲ 70% Drove more than 30 miles
- ▲ 35% First-time attendees
- ▲ 30-49yo Average age range
- ▲ 3.5 persons is average travel party size
- ▲ Attendees travelled from as far as Hungary

MARKETING

- ▲ \$45,000 spent on advertising and promotions
- ▲ Social media most effective marketing method
- ▲ Spent \$.29/person to attract each attendee to WOW 2019
- ▲ 300+ print and digital publications as far as China featured WOW 2019

SATISFACTION

- ▲ 4.33 out of 5 overall satisfaction rating
- ▲ 60% gave 5 out of 5 for overall satisfaction
- ▲ Access to free water was the lowest rated category (3.57)
- ▲ Flying demonstrations was the highest rated category (4.83)

ECONOMIC IMPACT

- ▲ \$6,488,229 total estimated economic impact
- ▲ \$5,016,000 of the total is new revenue to Wayne County brought by nonlocal visitors
- ▲ \$440,000 local tax revenue generation
- ▲ \$165 is average nonlocal travel party expenditure & \$113 is local travel party expenditure