



ECONOMIC
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CONSULTING

2024 Houston Livestock Show and Rodeo™ Economic Impact Study Attachments

ECONOMIC ANALYTICS CONSULTING, LLC
MAY 29, 2024



Economic Impact Study

Attachments

Economic Analytics Consulting, LLC, on behalf of the Houston Livestock Show and Rodeo, Inc., conducted surveys to quantify the economic impact and economic activity generated by the 2024 Houston Livestock Show and Rodeo (the “Rodeo”). We also quantified the Rodeo’s affect on taxes and jobs supported in the Houston economy. Our results are summarized in the main section of the report. The following pages provide more information for each of the survey groups.

The information for each survey group is divided between economic impact and economic activity:

- **Attachment A** summarizes the economic impact and
- **Attachment B** summarizes the economic activity.





Attachment A: Economic Impact Summary Forms



Houston Livestock Show and Rodeo Economic Impact Study - 2024 Economic Impact Summary

Economic Impact - 2024 Houston Livestock Show and Rodeo

Spending Category	SPENDING EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 48,680,816	\$ 21,156,683	\$ 25,976,084	\$ 95,813,583
Food & Beverage	\$ 44,081,749	\$ 19,140,295	\$ 33,378,700	\$ 96,600,745
Shopping / Merchandise	\$ 28,359,401	\$ 8,396,842	\$ 7,743,782	\$ 44,500,025
Entertainment	\$ 4,435,967	\$ 2,553,780	\$ 2,743,151	\$ 9,732,897
Farm and Ranch Related	\$ 12,077,087	\$ 4,285,899	\$ 4,899,748	\$ 21,262,734
Ground Transportation	\$ 6,981,741	\$ 3,949,497	\$ 3,288,435	\$ 14,219,673
Event Spending	\$ 34,789,974	\$ 3,746,649	\$ 5,752,732	\$ 44,289,354
Total	\$ 179,406,734	\$ 63,229,645	\$ 83,782,632	\$ 326,419,011

Fiscal Effects from Economic Impact - 2024 Houston Livestock Show and Rodeo

	FISCAL EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 7,302,122			
Food & Beverage	\$ 3,195,927			
Shopping / Merchandise	\$ 2,056,057			
Entertainment	\$ 321,608			
Farm and Ranch Related	\$ 875,589			
Ground Transportation	\$ 506,176			
Event Spending	\$ 858,946			
Total	\$ 15,116,424	\$ 519,614	\$ 2,643,450	\$ 18,279,488

Jobs Supported	EMPLOYMENT EFFECTS			
	3,538	1,658	497	5,694



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Summary of Economic Impact Statements**

Spending Category	Spending Summary Category	Agricultural Mechanics Contestants	Commercial Exhibitors	Concert Artists & Crew	HLSR Contractors	Horse Show Exhibitors	International Week Attendees	Judges (Horse/Livestock)	Judging Contest Contestants	Junior Show Exhibitors
Lodging	Lodging	\$ 599,084	\$ 3,435,114	\$ 717,275	\$ 1,112,714	\$ 1,259,447	\$ 2,345,529	\$ 35,697	\$ 1,038,863	\$ 14,263,176
Food, Beverage and Alcohol	Food & Beverage	\$ 1,009,018	\$ 1,963,667	\$ 291,054	\$ 248,296	\$ 999,093	\$ 2,147,959	\$ 52,924	\$ 1,803,500	\$ 9,838,498
Shopping	Shopping / Merchandise	\$ 372,385	\$ 718,313	\$ 48,000	\$ 10,057	\$ 125,181	\$ 1,011,559	\$ 37,967	\$ 1,475,278	\$ 2,133,454
Entertainment	Entertainment	\$ 47,918	\$ 71,513	\$ -	\$ 286,811	\$ 65,351	\$ 68,393	\$ 372	\$ 222,221	\$ 249,577
Ground Transportation	Ground Transportation	\$ 11,182	\$ 106,262	\$ -	\$ 6,790	\$ 11,042	\$ 175,404	\$ 298	\$ 450,155	\$ 108,559
Fuel	Ground Transportation	\$ 207,744	\$ 392,773	\$ -	\$ 3,164	\$ 127,439	\$ 32,671	\$ 22,147	\$ 364,101	\$ 1,297,940
Laundry	Event Spending	\$ -	\$ -	\$ -	\$ 2,330	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 1,409,411	\$ 1,630,186	\$ -	\$ -	\$ -
Livestock Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ 3,584,558	\$ -	\$ -	\$ -
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 497,911	\$ 1,148,152	\$ -	\$ -	\$ -
Livestock Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 207,191	\$ -	\$ -	\$ -
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 3,500	\$ -	\$ -	\$ -	\$ -	\$ -
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,410,648
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 16,956	\$ 504,230	\$ -	\$ 523,000	\$ 1,035,475	\$ 128,848	\$ -	\$ 39,936	\$ 3,792,959
Booth Setup	Event Spending	\$ -	\$ 846,092	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Booth Supplies	Event Spending	\$ 138,680	\$ 442,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 84,934	\$ -
Booth Storage	Event Spending	\$ -	\$ 187,588	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Business Related Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 4,730	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ 78,901	\$ -	\$ -	\$ -	\$ -	\$ -
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ 113,410	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 740	\$ -	\$ 2,535	\$ -	\$ -	\$ -
Performers	Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 2,402,966	\$ 8,781,563	\$ 1,056,329	\$ 2,281,134	\$ 5,530,350	\$ 12,482,985	\$ 149,405	\$ 5,478,988	\$ 33,094,812

Spending Category	Spending Summary Category	Open Livestock Show Exhibitors	Rodeo Attendees	Rodeo Competition Contestants	Sponsors	Volunteers	WCBBQ Contest Attendees	WCBBQ Contest Teams	Wildlife Expo Exhibitors	Young Guns Participants	Total
Lodging	Lodging	\$ 1,157,610	\$ 12,711,793	\$ 50,410	\$ 778,459	\$ 3,623,654	\$ 5,105,892	\$ 379,730	\$ -	\$ 66,371	\$ 48,680,816
Food, Beverage and Alcohol	Food & Beverage	\$ 1,050,462	\$ 17,511,183	\$ 189,191	\$ 429,162	\$ 3,956,988	\$ 2,385,277	\$ 130,649	\$ 531	\$ 74,298	\$ 44,081,749
Shopping	Shopping / Merchandise	\$ 314,192	\$ 6,587,548	\$ 85,386	\$ -	\$ 1,843,272	\$ 415,909	\$ 269,333	\$ 1,385	\$ 58,793	\$ 15,508,010
Entertainment	Entertainment	\$ 81,239	\$ 394,722	\$ 23,004	\$ -	\$ 301,235	\$ 103,752	\$ 200,489	\$ 332	\$ 18,892	\$ 2,135,822
Ground Transportation	Ground Transportation	\$ 21,342	\$ 860,769	\$ 16,235	\$ -	\$ 210,932	\$ 407,338	\$ 137,174	\$ -	\$ 2,107	\$ 2,525,588
Fuel	Ground Transportation	\$ 240,139	\$ 1,012,317	\$ 43,115	\$ -	\$ 467,546	\$ 130,727	\$ 21,165	\$ 222	\$ 92,945	\$ 4,456,153
Laundry	Event Spending	\$ -	\$ -	\$ 7,164	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,494
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,039,597
Livestock Purchases	Farm and Ranch Related	\$ 1,774,707	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,359,365
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,646,063
Livestock Equipment	Farm and Ranch Related	\$ 394,695	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 601,886
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ 16,027	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,527
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,410,648
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 215,868	\$ 5,106,757	\$ 1,613	\$ -	\$ 424,240	\$ 2,255	\$ 1,059,252	\$ -	\$ -	\$ 12,851,391
Booth Setup	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,340,324	\$ -	\$ -	\$ 4,186,416
Booth Supplies	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,596,568	\$ 4,154	\$ -	\$ 5,266,936
Booth Storage	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 187,588
Business Related Expenses	Event Spending	\$ -	\$ -	\$ 34,222	\$ -	\$ -	\$ -	\$ 1,224,040	\$ 2,769	\$ -	\$ 1,265,761
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 78,901
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 733,912	\$ -	\$ -	\$ 847,322
Medical Expenses	Event Spending	\$ -	\$ -	\$ 1,834	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,109
Performers	Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,300,145	\$ -	\$ -	\$ 2,300,145
Total		\$ 5,250,254	\$ 44,185,089	\$ 468,202	\$ 1,207,620	\$ 10,827,866	\$ 8,551,149	\$ 14,392,779	\$ 9,392	\$ 313,405	\$ 156,464,288

Spending Summary Category	Total
Lodging	\$ 48,680,816
Food & Beverage	\$ 44,081,749
Entertainment	\$ 4,435,967
Shopping / Merchandise	\$ 28,359,401
Farm and Ranch Related	\$ 12,077,087
Ground Transportation	\$ 6,981,741
Event Spending	\$ 11,847,528
Total	\$ 156,464,288



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Agricultural Mechanical Contestants
Economic Impact**

Category: Agricultural Mechanical Contestants

Category Description: Participants in the Ag Mechanical competition, related FFA Instructors or 4-H Agents and their friends and family.

Number of People

Total Unique Registered Projects	462
Average people per Registered Projects	11.74
Total Attendees	5,425
Total Attendees Surveyed	1,509
Total Surveyed as a % of Unique Entries	27.8%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	17.4%	946	0
Texas but outside Greater Houston	80.1%	4,343	4,343
U.S. but outside Texas	2.5%	137	137
International	0.0%	0	0
Total	100.0%	5,425	4,480

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	4,480	85.5%	3,828
Total	4,480	85.5%	3,828

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	94.7%	3,624	\$ 59.31	2.76	2.39	4,173
RV/Camper	1.0%	37	\$ -	-	-	-
Friend's/Family's Home	0.7%	27	\$ -	1.50	1.25	32
Peer-to-Peer	3.7%	140	\$ 28.21	2.24	4.80	65
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	3,828	\$ 58.15	2.70	2.47	4,271
Paid Lodging Sub-Total		3,765	\$ 58.15	2.74	2.48	4,239

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		3,765	
Average nightly rate per person		\$ 58.15	
Average length of stay (nights)		2.74	
Total Lodging Spending	N/A	\$ 599,084	\$ 599,084

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		4,480	
Average daily spending		\$ 35.47	
Average length of stay (days)		4.71	
Total Food & Beverage	\$ 261,129	\$ 747,888	\$ 1,009,018

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		4,480	4,480
Entertainment (Excluding Rodeo Tickets)		\$ 10.70	
Shopping/Merchandise	\$ 50.66	\$ 32.47	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 0.41	\$ 2.09	
Fuel for Personal or Rental Cars		\$ 46.37	
Total Non-Food Spending Per Person	\$ 51.07	\$ 91.62	\$ 142.69
Total Non-Food Spending	\$ 228,776	\$ 410,452	\$ 639,228

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Agricultural Mechanical Teams		462	462
Supplies	\$ 42	\$ 258	
Other 1	\$ 3	\$ 20	
Other 2	\$ 1	\$ 13	
Total Spending per Team	\$ 46	\$ 291	\$ 337
Total Exhibitor Spending	\$ 21,287	\$ 134,349	\$ 155,636

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 599,084	\$ 599,084
Food & Beverage	\$ 261,129	\$ 747,888	\$ 1,009,018
Non-Food Spending	\$ 250,063	\$ 544,801	\$ 794,864
Total Direct Spending	\$ 511,193	\$ 1,891,773	\$ 2,402,966



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Commercial Exhibitors
Economic Impact**

Category: Commercial Exhibitors
 Category Description: Commercial exhibitors with an on-site presence at the Rodeo, including their employees, friends and family.

Number of People

Total Unique Registered Exhibitors	230
Average people with Exhibitors	15.25
Total Attendees	3,508
Total Attendees Surveyed	1,050
Total Surveyed as a % of Unique Entries	29.9%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	43.1%	1,513	0
Texas but outside Greater Houston	29.0%	1,016	1,016
U.S. but outside Texas	22.6%	792	792
International	5.3%	187	187
Total	100.0%	3,508	1,995

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,995	85.9%	1,714
Total	1,995	85.9%	1,714

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	15.0%	256	\$ 67.60	19.10	2.10	2,326
RV/Camper	10.2%	176	\$ 26.66	23.76	2.65	1,577
Friend's/Family's Home	3.1%	53		9.53	2.33	215
Peer-to-Peer	67.8%	1,162	\$ 96.40	27.00	2.80	11,200
Other	3.9%	67	\$ 69.79	10.21	1.17	584
Total	100.0%	1,714	\$ 83.52	24.29	2.60	15,903
Paid Lodging Sub-Total		1,661	\$ 83.52	24.76	2.61	15,688

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,661	
Average nightly rate per person		\$ 83.52	
Average length of stay (nights)		24.76	
Total Lodging Spending	N/A	\$ 3,435,114	\$ 3,435,114

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,995	
Average daily spending		\$ 37.71	
Average length of stay (days)		15.86	
Total Food & Beverage	\$ 770,756	\$ 1,192,911	\$ 1,963,667

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		1,995	1,995
Entertainment (Excluding Rodeo Tickets)		\$ 35.85	
Shopping/Merchandise	\$ 225.65	\$ 134.49	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 3.05	\$ 50.22	
Fuel for Personal or Rental Cars		\$ 196.92	
Total Non-Food Spending Per Person	\$ 228.70	\$ 417.49	\$ 646.19
Total Non-Food Spending	\$ 456,153	\$ 832,709	\$ 1,288,862

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Commercial Exhibitors	230	230	
Booth and Booth Setup Costs	\$ 1,410	\$ 2,269	
Exhibit Supplies	\$ 408	\$ 1,517	
Annual Booth Storage Costs		\$ 816	
Utilities	\$ 493		
Other	\$ 457	\$ 1,735	
Total Exhibitor Spending per Exhibitor	\$ 2,767	\$ 6,337	\$ 9,104
Total Company Spending	\$ 636,502	\$ 1,457,418	\$ 2,093,920

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 3,435,114	\$ 3,435,114
Food & Beverage	\$ 770,756	\$ 1,192,911	\$ 1,963,667
Non-Food Spending	\$ 1,092,655	\$ 2,290,127	\$ 3,382,782
Total Direct Spending	\$ 1,863,410	\$ 6,918,152	\$ 8,781,563



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Concert
Economic Impact**

Category: Concert
Category Description: Concerts performers

Number of People

Total Bands	78
Average party size	14.35
Total Attendees	1,119
Total Attendees Surveyed	1,119
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13%	149	0
Texas but outside Greater Houston	22%	244	244
U.S. but outside Texas	65%	726	726
Total	100%	1119	970

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	970	83%	801
Total	970	83%	801

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	801	\$ 436.61	2.05	1.70	437
RV/Camper	-	\$ -	\$ -	-	-	-
Friend's/Family's Home	-	\$ -	\$ -	-	-	-
Peer-to-Peer	-	\$ -	\$ -	-	-	-
Other	-	\$ -	\$ -	-	-	-
Total	100%	801	\$ 436.61	2.05	1.70	437
Paid Lodging Sub-Total		801	\$ 436.61	2.05	1.70	437

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		801	
Average nightly rate per person		\$ 436.61	
Average length of stay (nights)		2.05	
Total Lodging Spending	N/A	\$ 717,275	\$ 717,275

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		970	
Average daily spending		\$ 166.51	
Average length of stay (days)		1.80	
Total Food & Beverage	\$ -	\$ 291,054	\$ 291,054

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	970	970	
Entertainment (Excluding Rodeo Tickets)			
Non-Livestock Shopping	\$ 49		
Ground Transportation Expenses (Rental Car, Uber, Lyft)			
Fuel for Personal or Rental Cars			
Other Purchases			
Large Items Purchased (over \$2,000)			
Total Non-Food Spending Per Person	\$ 49	\$ -	
Total Non-Food Spending	\$ 48,000	\$ -	\$ 48,000

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 717,275	\$ 717,275
Food & Beverage		\$ 291,054	\$ 291,054
Non-Food Spending	\$ 48,000	\$ -	\$ 48,000
Total Direct Spending	\$ 48,000	\$ 1,008,329	\$ 1,056,329



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - HLSR Contractors
Economic Impact**

Category: HLSR Contractors
Category Description: Contractors hired to produce the Rodeo.

Number of People

Total People	653
Average party size	1.09
Total Attendees	715
Total Attendees Surveyed	715
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	12%	85	0
Texas but outside Greater Houston	70%	500	500
U.S. but outside Texas	17%	119	119
International	2%	11	0
Total	100%	715	619

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	619	100%	619
Total	619	100%	619

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	25%	157	\$ 156.89	49.54	1.20	5,765
RV/Camper	72%	445	\$ -	42.00	1.00	18,690
Friend's/Family's Home	1%	7	\$ -	2.00	1.67	8
Peer-to-Peer	1%	9	\$ 135.00	22.56	1.13	180
Total	100%	618	\$ 155.70	43.18	1.06	24,643
Paid Lodging Sub-Total		166	\$ 155.70	48.08	1.20	5,945

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		166	
Average nightly rate per person		\$ 155.70	
Average length of stay (nights)		48.08	
Total Lodging Spending	N/A	\$ 1,112,714	\$ 1,112,714

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		149	
Average daily spending		\$ 28.04	
Average length of stay (days)		48.08	
Total Food & Beverage	\$ 47,425	\$ 200,871	\$ 248,296

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	618	618	618
Entertainment (Excluding Rodeo Tickets)	\$ -	\$ 464.10	
Shopping	\$ 9.63	\$ 6.64	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ 10.99	
Fuel for Personal or Rental Cars	\$ -	\$ 5.12	
Livestock	\$ -	\$ 0.16	
Medical	\$ -	\$ 1.20	
Business expenses	\$ 0.63	\$ 7.02	
Laundry	\$ -	\$ 3.77	
Equipment Purchased		\$ 523,000	
Truck/trailer expenses		\$ 3,500	
Equipment Repair		\$ 78,901	
Total Non-Food Spending Per Person	\$ 10.26	\$ 499.00	\$ 509.26
Total Non-Food Spending	\$ 6,341	\$ 913,783	\$ 920,124

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,112,714	\$ 1,112,714
Food & Beverage	\$ 47,425	\$ 200,871	\$ 248,296
Non-Food Spending	\$ 6,341	\$ 913,783	\$ 920,124
Total Direct Spending	\$ 53,766	\$ 2,227,368	\$ 2,281,134



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Horse Show Exhibitors
Economic Impact**

Category: Horse Show Exhibitors
 Category Description: Exhibitors in the Horse Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,338
Average party size (inclusive of registrants)	4.94
Total Attendees	6,606
Total Attendees Surveyed	706
Total Surveyed as a % of Unique Entries	10.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	37.5%	2,480	0
Texas but outside Greater Houston	53.4%	3,525	3,525
U.S. but outside Texas	9.1%	601	601
International	0.0%	0	0
Total	100.0%	6,606	4,126

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	4,126	85.6%	3,530
Total	4,126	85.6%	3,530

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	54.3%	1,916	\$ 120.00	2.90	2.41	2,302
RV/Camper	5.0%	177	\$ 30.00	1.33	3.00	79
Friend's/Family's Home	0.5%	18	\$ -	-	2.00	-
Peer-to-Peer	39.2%	1,384	\$ 134.70	3.32	2.65	1,736
Other	1.0%	35	\$ -	4.00	2.00	71
Total	100.0%	3,530	\$ 121.26	2.98	2.53	4,188
Paid Lodging Sub-Total		3,477	\$ 121.26	2.99	2.54	4,117

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		3,477	
Average nightly rate per person		\$ 121.26	
Average length of stay (nights)		2.99	
Total Lodging Spending	N/A	\$ 1,259,447	\$ 1,259,447

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		4,126	
Average daily spending		\$ 34.56	
Average length of stay (days)		3.92	
Total Food & Beverage	\$ 440,857	\$ 558,237	\$ 999,093

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	4,126	4,126	4,126
Entertainment (Excluding Rodeo Tickets)		\$ 15.84	
Shopping/Merchandise	\$ 18.18	\$ 12.17	
Horse Purchases (including animals, semen and embryos)	\$ 0.73	\$ 340.88	
Horse and Ranch Equipment (including tractors and trailers)	\$ 6.08	\$ 114.60	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.68	
Fuel for Personal or Rental Cars		\$ 30.89	
Other Purchases	\$ 2.74	\$ 4.93	
Large Items Purchased (over \$2,000)	\$ -	\$ 243.31	
Total Non-Food Spending Per Person	\$ 27.73	\$ 765.28	\$ 793.00
Total Non-Food Spending	\$ 114,389	\$ 3,157,421	\$ 3,271,810

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,259,447	\$ 1,259,447
Food & Beverage	\$ 440,857	\$ 558,237	\$ 999,093
Non-Food Spending	\$ 114,389	\$ 3,157,421	\$ 3,271,810
Total Direct Spending	\$ 555,246	\$ 4,975,105	\$ 5,530,350



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - International Week Attendees
Economic Impact**

Category: International Week Attendees
 Category Description: Attendees that registered for the International Room hosted by HLSR during International Week.

Number of People

Total Unique Registered Attendees	2,819
Total Attendees Surveyed	1,598
Total Surveyed as a % of Unique Entries	56.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	0.0%	0	0
U.S. but outside Texas	0.0%	0	0
International	100.0%	2,819	2,819
Total	100.0%	2,819	2,819

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,819	91.7%	2,585
Total	2,819	91.7%	2,585

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	83.0%	2,144	\$ 117.48	7.50	2.13	7,564
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	0.2%	6	\$ -	20.00	3.00	39
Peer-to-Peer	16.8%	434	\$ 152.13	6.78	7.96	370
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	2,585	\$ 123.32	7.40	3.11	7,973
Paid Lodging Sub-Total		2,579	\$ 123.32	7.38	3.11	7,934

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,579	
Average nightly rate per person		\$ 123.32	
Average length of stay (nights)		7.38	
Total Lodging Spending	N/A	\$ 2,345,529	\$ 2,345,529

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,819	
Average daily spending		\$ 48.72	
Average length of stay (days)		12.01	
Total Food & Beverage	\$ 498,798	\$ 1,649,161	\$ 2,147,959

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,819	2,819	2,819
Entertainment (Excluding Rodeo Tickets)		\$ 24.26	
Shopping/Merchandise	\$ 134.81	\$ 224.02	
Horse Purchases (including animals, semen and embryos)	\$ 390.18	\$ 188.11	
Horse and Ranch Equipment (including tractors and trailers)	\$ 30.60	\$ 376.69	
Livestock Purchases (including animals, semen and embryos)	\$ 192.68	\$ 1,078.89	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 1.88	\$ 71.62	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 62.22	
Fuel for Personal or Rental Cars		\$ 11.59	
Medical expenditures		\$ 0.90	
Other Purchases	\$ 1.25	\$ 34.57	
Large Items Purchased (over \$2,000)	\$ -	\$ 10	
Total Non-Food Spending Per Person	\$ 751.40	\$ 2,082.76	\$ 2,834.16
Total Non-Food Spending	\$ 2,118,202	\$ 5,871,296	\$ 7,989,498

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 2,345,529	\$ 2,345,529
Food & Beverage	\$ 498,798	\$ 1,649,161	\$ 2,147,959
Non-Food Spending	\$ 2,118,202	\$ 5,871,296	\$ 7,989,498
Total Direct Spending	\$ 2,616,999	\$ 9,865,986	\$ 12,482,985



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Judges (Horse/Livestock)
Economic Impact**

Category: Judges (Horse/Livestock)
Category Description: Judges for Horse and Livestock Shows.

Number of People

Total Registered Judges	67
Average party size (inclusive of Judges)	3.56
Total Attendees	238
Total Attendees Surveyed	32
Total Surveyed as a % of Unique Entries	13.4%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	34.4%	82	82
U.S. but outside Texas	65.6%	156	156
International	0.0%	0	0
Total	100.0%	238	238

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	238	83.3%	199
Total	238	83.3%	199

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100.0%	199	\$ 30.95	5.81	3.00	384
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	199	\$ 30.95	5.81	3.00	384
Paid Lodging Sub-Total		199	\$ 30.95	5.81	3.00	384

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		199	
Average nightly rate per person		\$ 30.95	
Average length of stay (nights)		5.81	
Total Lodging Spending	N/A	\$ 35,697	\$ 35,697

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		238	
Average daily spending		\$ 64.22	
Average length of stay (days)		2.44	
Total Food & Beverage	\$ 15,634	\$ 37,290	\$ 52,924

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		238	238
Entertainment (Excluding Rodeo Tickets)		\$ 1.56	
Shopping/Merchandise	\$ 159.38	\$ -	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ 1.25	
Fuel for Personal or Rental Cars		\$ 92.97	
Total Non-Food Spending Per Person	\$ 159.38	\$ 95.78	\$ 255.16
Total Non-Food Spending	\$ 37,967	\$ 22,817	\$ 60,784

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 35,697	\$ 35,697
Food & Beverage	\$ 15,634	\$ 37,290	\$ 52,924
Non-Food Spending	\$ 37,967	\$ 22,817	\$ 60,784
Total Direct Spending	\$ 53,601	\$ 95,804	\$ 149,405



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Judging Contest Contestants
Economic Impact**

Category: Judging Contest Contestants
 Category Description: Participants in the Judging Contests, related FFA Instructors or 4-H Agents and their friends or family.

Number of People

Total Unique Registered Schools	1,951
Average People with Registered School	10.67
Total Attendees	20,815
Total Attendees Surveyed	5,541
Total Surveyed as a % of Unique Entries	26.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	28.2%	5,880	0
Texas but outside Greater Houston	63.3%	13,176	13,176
U.S. but outside Texas	8.4%	1,755	1,755
International	0.0%	5	5
Total	100.0%	20,815	14,935

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	14,935	55.2%	8,245
Total	14,935	55.2%	8,245

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	88.4%	7,285	\$ 54.95	2.39	2.63	6,618
RV/Camper	0.3%	22	\$ 3.33	10.00	3.00	72
Friend's/Family's Home	7.2%	596	\$ 2.67	2.67	3.25	489
Peer-to-Peer	3.9%	321	\$ 83.46	2.92	4.07	231
Other	0.3%	22	\$ -	-	3.00	-
Total	100.0%	8,245	\$ 56.01	2.44	2.73	7,410
Paid Lodging Sub-Total		7,628	\$ 56.01	2.43	2.69	6,921

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		7,628	
Average nightly rate per person		\$ 56.01	
Average length of stay (nights)		2.43	
Total Lodging Spending	N/A	\$ 1,038,863	\$ 1,038,863

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		14,935	
Average daily spending		\$ 36.77	
Average length of stay (days)		2.57	
Total Food & Beverage	\$ 389,977	\$ 1,413,523	\$ 1,803,500

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	14,935	14,935	14,935
Entertainment (Excluding Rodeo Tickets)		\$ 14.88	
Shopping/Merchandise	\$ 64.04	\$ 34.74	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 0.33	\$ 29.81	
Fuel for Personal or Rental Cars		\$ 24.38	
Total Non-Food Spending Per Person	\$ 64.37	\$ 103.81	\$ 168.18
Total Non-Food Spending	\$ 961,404	\$ 1,550,351	\$ 2,511,755

Spending	On-Grounds	Off-Grounds	Total
Schools	1,951	1,951	
Supplies	\$ 13	\$ 30	
Other1	\$ 3	\$ 11	
Other2	\$ 1	\$ 5	
Total Spending per School	\$ 17	\$ 47	\$ 64
Total Spending	\$ 33,062	\$ 91,809	\$ 124,870

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,038,863	\$ 1,038,863
Food & Beverage	\$ 389,977	\$ 1,413,523	\$ 1,803,500
Non-Food Spending	\$ 994,466	\$ 1,642,160	\$ 2,636,626
Total Direct Spending	\$ 1,384,443	\$ 4,094,545	\$ 5,478,988



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Junior Show Exhibitors
Economic Impact**

Category: Junior Show Exhibitors

Category Description: Participants in the Junior Livestock Show, related FFA Instructors or 4-H Agents and their friends or family. Unique trips to the Junior Show counts the number of separate trips made by those participating in the Junior Show.

Number of People

Total Unique Trips to Junior Show	8,002
Average party size (inclusive of registrants)	7.10
Total Attendees	56,801
Total Attendees Surveyed	3,755
Total Surveyed as a % of Unique Entries	6.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	16.3%	9,251	0
Texas but outside Greater Houston	83.6%	47,480	47,480
U.S. but outside Texas	0.1%	69	69
Total	100.0%	56,801	47,549

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	47,549	95.1%	45,199
Total	47,549	95.1%	45,199

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	91.8%	41,510	\$ 91.00	3.55	2.69	54,780
RV/Camper	1.7%	750	\$ 62.40	3.08	3.00	771
Friend's/Family's Home	0.3%	118	\$ -	1.29	3.50	43
Peer-to-Peer	5.3%	2,387	\$ 57.76	3.46	4.81	1,717
Other	1.0%	434	\$ 133.33	4.18	7.33	248
Total	100.0%	45,199	\$ 89.17	3.54	2.86	57,558
Paid Lodging Sub-Total		45,081	\$ 89.17	3.55	2.86	57,515

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		45,081	
Average nightly rate per person		\$ 89.17	
Average length of stay (nights)		3.55	
Total Lodging Spending	N/A	\$ 14,263,176	\$ 14,263,176

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		47,549	
Average daily spending		\$ 34.31	
Average length of stay (days)		4.50	
Total Food & Beverage	\$ 2,497,347	\$ 7,341,151	\$ 9,838,498

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	47,549	47,549	
Entertainment (Excluding Rodeo Tickets)		\$ 5.25	
Non-Livestock Shopping	\$ 30.21	\$ 14.66	
Livestock Show Supplies	\$ 17.97	\$ 11.70	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.28	
Fuel for Personal or Rental Cars		\$ 27.30	
Other Purchases		\$ 4.08	
Large Items Purchased (over \$2,000)	\$ 3.57	\$ 72.12	
Total Non-Food Spending Per Person	\$ 51.75	\$ 137.38	\$ 189.13
Total Non-Food Spending	\$ 2,460,828	\$ 6,532,310	\$ 8,993,138

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 14,263,176	\$ 14,263,176
Food & Beverage	\$ 2,497,347	\$ 7,341,151	\$ 9,838,498
Non-Food Spending	\$ 2,460,828	\$ 6,532,310	\$ 8,993,138
Total Direct Spending	\$ 4,958,175	\$ 28,136,637	\$ 33,094,812



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Open Livestock Show Exhibitors
Economic Impact**

Category: Open Livestock Show Exhibitors
 Category Description: Exhibitors in the Open Livestock Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,008
Average party size (inclusive of registrants)	4.35
Total Attendees	4,386
Total Attendees Surveyed	1,288
Total Surveyed as a % of Unique Entries	29.4%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	19.1%	839	0
Texas but outside Greater Houston	64.5%	2,830	2,830
U.S. but outside Texas	16.1%	705	705
International	0.3%	12	12
Total	100.0%	4,386	3,547

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	3,547	85%	3,012
Total	3,547	85%	3,012

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	80.4%	2,420	\$ 84.49	4.93	2.55	4,681
RV/Camper	2.1%	62	\$ 41.50	4.50	4.00	70
Friend's/Family's Home	1.1%	33	\$ -	4.00	8.00	17
Peer-to-Peer	16.5%	496	\$ 56.02	4.97	5.28	466
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	3,012	\$ 78.85	4.92	3.09	5,234
Paid Lodging Sub-Total		2,978	\$ 78.85	4.93	3.03	5,217

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,978	
Average nightly rate per person		\$ 78.85	
Average length of stay (nights)		4.93	
Total Lodging Spending	N/A	\$ 1,157,610	\$ 1,157,610

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		3,547	
Average daily spending		\$ 38.71	
Average length of stay (days)		5.25	
Total Food & Beverage	\$ 329,988	\$ 720,474	\$ 1,050,462

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	3,547	3,547	3,547
Entertainment (Excluding Rodeo Tickets)	\$ 22.90		
Non-Livestock Shopping	\$ 62.58	\$ 26.00	
Livestock Purchases (including animals, semen and embryos)	\$ 382.11	\$ 118.26	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 59.54	\$ 51.74	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 6.02	
Fuel for Personal or Rental Cars		\$ 67.71	
Other Purchases	\$ 1.75	\$ 2.89	
Large Items Purchased (over \$2,000)	\$ 49.72	\$ 6.51	
Total Non-Food Spending Per Person	\$ 555.69	\$ 302.03	\$ 857.72
Total Non-Food Spending	\$ 1,970,936	\$ 1,071,245	\$ 3,042,182

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,157,610	\$ 1,157,610
Food & Beverage	\$ 329,988	\$ 720,474	\$ 1,050,462
Non-Food Spending	\$ 1,970,936	\$ 1,071,245	\$ 3,042,182
Total Direct Spending	\$ 2,300,924	\$ 2,949,330	\$ 5,250,254



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Rodeo Attendees
Economic Impact**

Category: Rodeo Attendees
Category Description: Attendees with tickets for the carnival grounds or the Rodeo/concert.

Number of People

Total Scanned Attendance (All days)	1,805,653	Adjustment for Non-Incremental Visitors Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	9.1%
Average days attended the Rodeo	2.26		
Total Unique Entries	798,576		
Total Attendees Surveyed	20,617		
Total Surveyed as a % of Unique Entries	2.6%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	78.9%	630,429	0	N/A	0
Texas but outside Greater Houston	13.7%	109,230	109,230	9,927	99,303
U.S. but outside Texas	6.0%	47,540	47,540	4,320	43,219
Outside U.S.	1.4%	11,378	11,378	1,034	10,344
Total	100.0%	798,576	168,147	15,281	152,866

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	152,866	43%	65,209
Total	152,866	43%	65,209

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	43%	28,338	\$ 98.82	3.70	2.67	39,260
RV/Camper	1%	763	\$ 28.50	10.25	2.67	2,932
Friend's/Family's Home	46%	29,892	-	4.20	3.26	38,544
Peer-to-Peer	9%	5,962	\$ 73.97	4.03	3.50	6,869
Other	0%	254	-	1.56	2.25	176
Total	100%	65,209	\$ 93.06	4.02	3.01	87,781
Paid Lodging Sub-Total		35,063	\$ 93.06	3.90	2.81	49,061

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		35,063	
Average nightly rate per person		\$ 93.06	
Average length of stay (nights)		3.90	
Total Lodging Spending	N/A	\$ 12,711,793	\$ 12,711,793

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		152,866	
Average daily spending		\$ 17.39	
Average length of stay (days)		3.38	
Total Food & Beverage	\$ 8,516,437	\$ 8,994,746	\$ 17,511,183

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		152,866	
Entertainment (Excluding Rodeo Tickets)		\$ 2.58	
Shopping/Merchandise	\$ 34.24	\$ 8.85	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 5.63	
Fuel for Personal or Rental Cars		\$ 6.62	
Large Items Purchased (over \$2,000)	\$ 27.35	\$ 6.06	
Total Non-Food Spending Per Person	\$ 61.59	\$ 29.75	\$ 91.34
Total Non-Food Spending	\$ 9,414,980	\$ 4,547,133	\$ 13,962,113

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 12,711,793	\$ 12,711,793
Food & Beverage	\$ 8,516,437	\$ 8,994,746	\$ 17,511,183
Non-Food Spending	\$ 9,414,980	\$ 4,547,133	\$ 13,962,113
Total Direct Spending	\$ 17,931,417	\$ 26,253,672	\$ 44,185,089



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Rodeo Competition Contestants
Economic Impact**

Category: Rodeo Competition Contestants
 Category Description: Contestants participating in the Rodeo along with their friends, family and guests.

Number of People

Total Unique Registered Contestants	360
Average party size (inclusive of contestants)	3.24
Total Attendees	1,168
Total Attendees Surveyed	480
Total Surveyed as a % of Unique Entries	41.1%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	10.2%	119	0
Texas but outside Greater Houston	34.2%	399	399
U.S. but outside Texas	50.6%	591	591
International	5.0%	58	58
Total	100.0%	1,168	1,048

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,048	96.9%	1,016
Total	1,048	96.9%	1,016

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	36.6%	372	\$ 33.10	2.80	1.91	545
RV/Camper	13.1%	133	-	2.10	2.34	119
Rodeo Village	37.9%	385		2.02	2.17	357
Friend's/Family's Home	5.6%	56		-	2.29	-
Peer-to-Peer	5.2%	53	\$ 78.75	2.63	2.80	50
Other	1.6%	17	\$ 96.00	3.00	1.25	40
Total	100.0%	1,016	\$ 40.96	2.25	2.12	1,111
Paid Lodging Sub-Total		441	\$ 40.96	2.79	1.99	635

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		441	
Average nightly rate per person		\$ 40.96	
Average length of stay (nights)		2.79	
Total Lodging Spending	N/A	\$ 50,410	\$ 50,410

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,048	
Average daily spending		\$ 47.37	
Average length of stay (days)		3.60	
Total Food & Beverage	\$ 10,156	\$ 179,035	\$ 189,191

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		1,048	1,048
Entertainment (Excluding Rodeo Tickets)		\$ 21.94	
Shopping/Merchandise	\$ 25.77	\$ 55.67	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.13	\$ 14.36	
Fuel for Personal or Rental Cars		\$ 41.13	
Total Non-Food Spending Per Person	\$ 26.90	\$ 133.10	\$ 160.00
Total Non-Food Spending	\$ 28,200	\$ 139,541	\$ 167,741

Contestant Spending	On-Grounds	Off-Grounds	Total
Rodeo Contestants (Visitor Adjusted)	323	323	
Truck/Trailer Expenses		\$ 50	
Laundry Service and Dry Cleaning	\$ 4	\$ 18	
Livestock Welfare	\$ 2	\$ 104	
Medical Care	\$ 2	\$ 4	
Other	-	\$ 5	
Total Contestant Spending per Contestant	\$ 8	\$ 180	\$ 188
Total Company Spending	\$ 2,575	\$ 58,285	\$ 60,860

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 50,410	\$ 50,410
Food & Beverage	\$ 10,156	\$ 179,035	\$ 189,191
Non-Food Spending	\$ 30,775	\$ 197,826	\$ 228,601
Total Direct Spending	\$ 40,931	\$ 427,271	\$ 468,202



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Sponsors
Economic Impact**

Category: Sponsors
 Category Description: Companies sponsoring the Rodeo that have a physical presence on-site.

Number of People

Total Unique Registered Sponsors	81
Average people per Sponsor	24.25
Total Attendees	1,964
Total Attendees Surveyed	485
Total Surveyed as a % of Unique Entries	24.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	65%	1,285	0
Texas but outside Greater Houston	23%	453	453
U.S. but outside Texas	12%	226	226
Total	100%	1,964	679

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	679	71%	480
Total	679	71%	480

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	480	\$ 87.09	18.63	1.58	891
RV/Camper		-	\$ -	-	-	-
Friend's/Family's Home		-	\$ -	-	-	-
Peer-to-Peer		-	\$ -	-	-	-
Other		-	\$ -	-	-	-
Total	100%	480	\$ 87.09	18.63	1.58	891
Paid Lodging Sub-Total		480	\$ 87.09	18.63	1.58	891

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		480	
Average nightly rate per person		\$ 87.09	
Average length of stay (nights)		18.63	
Total Lodging Spending	N/A	\$ 778,459	\$ 778,459

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		679	
Average daily spending		\$ 13.95	
Average length of stay (days)		16.50	
Total Food & Beverage	\$ 272,899	\$ 156,263	\$ 429,162

Non-Food Spending	On-Grounds (Total Spending)	Off-Grounds	Total
Sponsors			
Entertainment (Excluding Rodeo Tickets)			
Local Labor for Booth Operations			
Booth Supplies			
Equipment Rental			
Ground Transportation Expenses (Rental Car, Uber, Lyft)			
Other Purchases			
Large Items Purchased (over \$2,000)			
Total Non-Food Spending Per Person		\$ -	
Total Non-Food Spending	\$ -	\$ -	\$ -

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 778,459	\$ 778,459
Food & Beverage	\$ 272,899	\$ 156,263	\$ 429,162
Non-Food Spending	\$ -	\$ -	\$ -
Total Direct Spending	\$ 272,899	\$ 934,722	\$ 1,207,620



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Volunteers
Economic Impact**

Category: Volunteers
Category Description: Volunteers at the HLSR.

Number of People

Total Unique Volunteers	36,958
Average people with Volunteers	1.00
Total Volunteers	36,958
Total Volunteers Surveyed	4,664
Total Surveyed as a % of Unique Entries	12.6%

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	92.1%	34,026	0
Texas but outside Greater Houston	7.4%	2,726	2,726
U.S. but outside Texas	0.5%	198	198
International	0.0%	8	8
Total	100.0%	36,958	2,932

Lodging

Origin	Visitors	Prior to Show		During Show	
		% in Lodging in Greater Houston	Visitors in Lodging	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0	N/A	0
Visitors	2,932	35.1%	1,030	46.7%	1,370
Total	2,932	35.1%	1,030	46.7%	1,370

Lodging Prior to the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	72.3%	745	\$ 196	5.83	4,345
RV/Camper	10.8%	111	\$ 67	13.29	1,474
Friend's/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	10.0%	103	\$ 184	7.23	745
Other	6.9%	71	\$ 94	7.38	526
Total	100.0%	1,030	\$ 174	6.88	7,090
Paid Lodging Sub-Total		1,030	\$ 174	6.88	7,090

Lodging During the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	67.8%	930	\$ 201	7.62	7,084
RV/Camper	12.3%	168	\$ 68	13.15	2,214
Friend's/Family's Home	0.0%	-	\$ -	-	-
Peer-to-Peer	16.4%	224	\$ 192	14.27	3,203
Other	3.5%	48	\$ 149	14.00	673
Total	100.0%	1,370	\$ 181	9.61	13,173
Paid Lodging Sub-Total		1,370	\$ 181	9.61	13,173

Lodging	Prior to Rodeo	During Rodeo	Total
Visitors in Paid Lodging in Greater Houston	1,030	1,370	
Average nightly rate per person	\$ 174	\$ 181	
Average length of stay (nights)	6.88	9.61	
Total Lodging Spending	\$ 1,234,263	\$ 2,389,390	\$ 3,623,654

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds			Off-Grounds			Total
	Prior to Rodeo	During Rodeo (Total Spending)	Total	Prior to Rodeo	During Rodeo	Total	
Visitors	2,932			2,932	2,932	2,932	
Average daily spending	\$ 28.15			\$ 65.53	\$ 65.12	\$ 65.29	
Average length of stay (days)	4.69			4.69	6.56	11.25	
Total Food & Beverage	\$ 386,811	\$ 1,416,296	\$ 1,803,107	\$ 900,381	\$ 1,253,501	\$ 2,153,881	\$ 3,956,988

Non-Food Spending	On-Grounds			Off-Grounds			Total
	Prior to Rodeo	During Rodeo	Total	Prior to Rodeo	During Rodeo	Total	
Visitors	2,932	2,932	2,932	2,932	2,932	2,932	2,932
Entertainment (Excluding Rodeo Tickets)			\$ -	\$ 71.55	\$ 31.19	\$ 102.74	
Shopping/Merchandise	\$ 129.71	\$ 232.06	\$ 361.77	\$ 146.11	\$ 120.81	\$ 266.92	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 13.87	\$ 8.78	\$ 22.64	\$ 38.53	\$ 10.77	\$ 49.30	
Fuel for Personal or Rental Cars			\$ -	\$ 55.63	\$ 103.84	\$ 159.47	
Large Purchases			\$ -	\$ 48.80	\$ 95.89	\$ 144.70	
Total Non-Food Spending Per Person	\$ 143.58	\$ 240.83	\$ 384.41	\$ 360.63	\$ 362.50	\$ 723.13	\$ 1,107.54
Total Non-Food Spending	\$ 420,960	\$ 706,101	\$ 1,127,061	\$ 1,057,336	\$ 1,062,828	\$ 2,120,164	\$ 3,247,225

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	\$ 1,234,263	\$ 2,389,390	\$ 3,623,654
Food & Beverage	\$ 1,803,107	\$ 2,153,881	\$ 3,956,988
Non-Food Spending	\$ 1,127,061	\$ 2,120,164	\$ 3,247,225
Total Direct Spending	\$ 4,164,431	\$ 6,663,436	\$ 10,827,866



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - WCBBQ Contest Attendees
Economic Impact**

Category: WCBBQ Contest Attendees
Category Description: Ticketed attendees at the WCBBQ Contest

Number of People

Total Scanned Attendance	158,049	Adjustment for Non-Incremental Visitors Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	13.3%
Average days attended WCBBQ Contest	1.75		
Total Unique Entries	90,191		
Total Attendees Surveyed	682		
Total Surveyed as a % of Unique Entries	0.8%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	67.1%	60,523	0	N/A	0
Texas but outside Greater Houston	20.1%	18,140	18,140	2,419	15,721
U.S. but outside Texas	11.5%	10,341	10,341	1,379	8,963
Outside U.S.	1.3%	1,187	1,187	158	1,028
Total	100.0%	90,191	29,668	3,956	25,712

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	25,712	75%	19,215
Total	25,712	75%	19,215

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	63.4%	12,176	\$ 111.23	3.64	2.79	15,880
RV/Camper	9.9%	1,902	\$ -	3.20	5.00	1,218
Friend's/Family's Home	21.8%	4,185	\$ -	3.93	3.14	5,236
Peer-to-Peer	5.0%	951	\$ 125.00	1.20	2.67	428
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	19,215	\$ 112.23	3.54	3.08	22,761
Paid Lodging Sub-Total		13,127	\$ 112.23	3.47	2.78	16,308

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		13,127	
Average nightly rate per person		\$ 112.23	
Average length of stay (nights)		3.47	
Total Lodging Spending	N/A	\$ 5,105,892	\$ 5,105,892

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		25,712	
Average daily spending		\$ 17.02	
Average length of stay (days)		3.76	
Total Food & Beverage	\$ 739,693	\$ 1,645,584	\$ 2,385,277

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		25,712	
Entertainment (Excluding Rodeo Tickets)		\$ 4.04	
Shopping/Merchandise	\$ 10.56	\$ 5.61	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 15.84	
Fuel for Personal or Rental Cars		\$ 5.08	
Large Items Purchased (over \$2,000)	\$ 0.09	\$ -	
Total Non-Food Spending Per Person	\$ 10.65	\$ 30.58	\$ 41.22
Total Non-Food Spending	\$ 273,814	\$ 786,166	\$ 1,059,980

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 5,105,892	\$ 5,105,892
Food & Beverage	\$ 739,693	\$ 1,645,584	\$ 2,385,277
Non-Food Spending	\$ 273,814	\$ 786,166	\$ 1,059,980
Total Direct Spending	\$ 1,013,507	\$ 7,537,642	\$ 8,551,149



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - WCBBQ Contest Teams
Economic Impact**

Category: WCBBQ Contest Teams
Category Description: Teams participating in the WCBBQ Contest.

Number of People

Registered Teams	252
Average People per Team	18.67
Total Attendees	4,705
Total Attendees Surveyed	4,033
Total Surveyed as a % of Unique Entries	85.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	75.2%	3,540	0
Texas but outside Greater Houston	21.2%	998	998
U.S. but outside Texas	2.5%	116	116
International	1.1%	50	50
Total	100.0%	4,705	1,165

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,165	94.9%	1,105
Total	1,165	94.9%	1,105

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	67.4%	745	\$ 118.53	3.36	1.82	1,377
RV/Camper	15.3%	169	\$ 51.20	3.15	1.93	275
Friend's/Family's Home	5.1%	57		3.37	1.00	191
Peer-to-Peer	12.3%	135	\$ 84.03	4.73	3.43	187
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	1,105	\$ 103.26	3.50	1.99	2,030
Paid Lodging Sub-Total		1,049	\$ 103.26	3.51	2.05	1,839

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,049	
Average nightly rate per person		\$ 103.26	
Average length of stay (nights)		3.51	
Total Lodging Spending	N/A	\$ 379,730	\$ 379,730

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,165	
Average daily spending		\$ 34.76	
Average length of stay (days)		2.85	
Total Food & Beverage	\$ 15,405	\$ 115,244	\$ 130,649

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	1,165	1,165	1,165
Entertainment (Excluding Rodeo Tickets)		\$ 172.10	
Shopping/Merchandise	\$ 82.23	\$ 148.97	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 36.72	\$ 81.03	
Fuel for Personal or Rental Cars		\$ 18.17	
Total Non-Food Spending Per Person	\$ 118.95	\$ 420.27	\$ 539.22
Total Non-Food Spending	\$ 138,572	\$ 489,589	\$ 628,161

Team Spending	On-Grounds	Off-Grounds	Total
Contest Teams	252	252	
Food for Cooking	\$ 460	\$ 12,955	
Supplies		\$ 4,826	
Tent, furniture and fixtures rental		\$ 13,255	
Catering	\$ 127	\$ 896	
Utilities	\$ 200	\$ 2,712	
Entertainment	\$ 194	\$ 6,285	
Private Security	\$ 172	\$ 2,984	
Wood	\$ 22	\$ 656	
Other		\$ 4,203	
Total Spending per Team	\$ 1,176	\$ 48,771	\$ 49,948
Team Spending	\$ 296,392	\$ 12,290,417	
Plus Performers for Large Team Tents		\$ 667,431	
Total Team Spending	\$ 296,392	\$ 12,957,848	\$ 13,254,240

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 379,730	\$ 379,730
Food & Beverage	\$ 15,405	\$ 115,244	\$ 130,649
Non-Food Spending	\$ 434,963	\$ 13,447,437	\$ 13,882,400
Total Direct Spending	\$ 450,368	\$ 13,942,410	\$ 14,392,779



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Wildlife Expo Exhibitors
Economic Impact**

Category: Wildlife Expo Exhibitors
Category Description: Exhibitors at the Wildlife Expo.

Number of People

Total Unique Registered Exhibitors	18
Average people per Exhibitor	1.92
Total Attendees	35
Total Attendees Surveyed	25
Total Surveyed as a % of Unique Entries	72.2%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	88.0%	30	0
Texas but outside Greater Houston	12.0%	4	4
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	35	4

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	4	0.0%	0
Total	4	0.0%	0

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	0.0%	-	\$ -	-	-	-
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	0.0%	-	\$ -	-	-	-
Total	0.0%	-	\$ -	-	-	-
Paid Lodging Sub-Total		-	\$ -			-

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		0	
Average nightly rate per person		\$ -	
Average length of stay (nights)		0.00	
Total Lodging Spending	N/A	\$ -	\$ -

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		4	
Average daily spending		\$ 33.33	
Average length of stay (days)		3.00	
Total Food & Beverage	\$ 115	\$ 415	\$ 531

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	4	4	4
Entertainment (Excluding Rodeo Tickets)		\$ 80.00	
Shopping/Merchandise	\$ 133.33	\$ 200.00	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ -	
Fuel for Personal or Rental Cars		\$ 53.33	
Total Non-Food Spending Per Person	\$ 133.33	\$ 333.33	\$ 466.67
Total Non-Food Spending	\$ 554	\$ 1,385	\$ 1,938

Spending	On-Grounds	Off-Grounds	Total
Exhibitors	18	18	
Booth Supplies		\$ 231	
Labor		\$ 154	
Other	\$ -	\$ -	
Total Spending per Exhibitor	\$ -	\$ 385	\$ 385
Total Spending	\$ -	\$ 6,923	\$ 6,923

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ -	\$ -
Food & Beverage	\$ 115	\$ 415	\$ 531
Non-Food Spending	\$ 554	\$ 8,308	\$ 8,862
Total Direct Spending	\$ 669	\$ 8,723	\$ 9,392



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Young Guns Participants
Economic Impact**

Category: Young Guns Participants

Category Description: Youth sporting clay competition hosted as part of the Rodeo's ranching and wildlife program. This category includes participants and others attending with them.

Number of People

Total Unique Registered Entries	539
Average party size (inclusive of entries)	3.54
Total Attendees	1,906
Total Attendees Surveyed	464
Total Surveyed as a % of Unique Entries	24.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	40.5%	772	0
Texas but outside Greater Houston	59.5%	1,134	1,134
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	1,906	1,134

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	1,134	75.6%	857
Total	1,134	75.6%	857

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	77.0%	660	\$ 42.48	1.74	2.67	428
RV/Camper	2.0%	17	\$ 21.25	3.00	4.00	13
Friend's/Family's Home	9.7%	83	\$ 0.58	-	-	-
Peer-to-Peer	11.2%	96	\$ 88.64	2.00	3.12	62
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	857	\$ 47.74	1.68	2.76	503
Paid Lodging Sub-Total		774	\$ 47.74	1.80	2.76	503

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		774	
Average nightly rate per person		\$ 47.74	
Average length of stay (nights)		1.80	
Total Lodging Spending	N/A	\$ 66,371	\$ 66,371

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds	Off-Grounds	Total
Visitors		1,134	
Average daily spending		\$ 37.81	
Average length of stay (days)		1.73	
Total Food & Beverage	N/A	\$ 74,298	\$ 74,298

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		1,134	1,134
Entertainment (Excluding Rodeo Tickets)	\$ 16.66		
Shopping/Merchandise	\$ 51.85		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.86		
Fuel for Personal or Rental Cars	\$ 81.98		
Total Non-Food Spending Per Person		\$ 152.35	\$ 152.35
Total Non-Food Spending	N/A	\$ 172,736	\$ 172,736

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging		\$ 66,371	\$ 66,371
Food & Beverage	N/A	\$ 74,298	\$ 74,298
Non-Food Spending		\$ 172,736	\$ 172,736
Total Direct Spending	N/A	\$ 313,405	\$ 313,405



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - HLSR Expenditures**

HLSR Expenditures For Production and Presentation of the Rodeo

	Total (Activity)	Visitor Funded Portion (Impact)
Salaries	\$ 14,133,675	\$ 3,895,390
Rodeo production	\$ 11,174,449	\$ 3,079,796
Contract, insurance and professional services	\$ 23,958,976	\$ 6,603,347
Equipment and facility expenses	\$ 15,054,692	\$ 4,149,232
Repairs and maintenance	\$ 1,345,680	\$ 370,884
Food and beverage purchases not for resale	\$ 2,488,503	\$ 685,858
Printing, advertising, awards, badges and promotional items	\$ 11,221,038	\$ 3,092,637
Supplies and consumables	\$ 3,173,579	\$ 874,672
Shipping, licenses, fees, and other expenses	\$ 693,981	\$ 191,269
Total	\$ 83,244,574	\$ 22,943,085



Attachment B: Economic Activity Summary Forms



Houston Livestock Show and Rodeo Economic Impact Study - 2024 Economic Activity Summary

Economic Activity - 2024 Houston Livestock Show and Rodeo

Spending Category	SPENDING EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 65,193,692	\$ 28,333,178	\$ 34,787,354	\$ 128,314,224
Food & Beverage	\$ 96,328,221	\$ 41,825,714	\$ 72,939,729	\$ 211,093,664
Shopping / Merchandise	\$ 62,591,505	\$ 17,502,307	\$ 16,656,054	\$ 96,749,866
Entertainment	\$ 5,535,000	\$ 2,553,372	\$ 3,275,879	\$ 11,364,251
Farm and Ranch Related	\$ 12,303,110	\$ 4,363,668	\$ 5,044,805	\$ 21,711,583
Ground Transportation	\$ 7,819,727	\$ 5,318,017	\$ 4,040,579	\$ 17,178,323
Event Spending	\$ 98,388,884	\$ 4,795,096	\$ 7,509,727	\$ 110,693,708
Total	\$ 348,160,139	\$ 104,691,352	\$ 144,254,127	\$ 597,105,617

Fiscal Effects from Economic Activity - 2024 Houston Livestock Show and Rodeo

	FISCAL EFFECTS			
	Direct	Indirect	Induced	Total
Lodging	\$ 9,779,054			
Food & Beverage	\$ 6,983,796			
Shopping / Merchandise	\$ 4,704,645			
Entertainment	\$ 234,527			
Farm and Ranch Related	\$ 891,975			
Ground Transportation	\$ 566,930			
Event Spending	\$ 1,097,963			
Total	\$ 24,258,890	\$ 850,928	\$ 4,169,148	\$ 29,278,965

Jobs Supported	EMPLOYMENT EFFECTS			
	3,538	2,881	856	7,276



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Summary of Economic Activity Statements**

Spending Category	Spending Summary Category	Agricultural Mechanics Contestants	Commercial Exhibitors	Concert Artists & Crew	HLSR Contractors	Horse Show Exhibitors	International Week Attendees	Judges (Horse/Livestock)	Judging Contest Contestants	Junior Show Exhibitors
Lodging	Lodging	\$ 632,580	\$ 3,576,682	\$ 717,275	\$ 1,197,674	\$ 1,516,935	\$ 2,345,529	\$ 35,697	\$ 1,069,884	\$ 16,024,494
Food, Beverage and Alcohol	Food & Beverage	\$ 1,090,122	\$ 2,378,535	\$ 303,476	\$ 523,389	\$ 1,186,867	\$ 2,147,959	\$ 52,924	\$ 2,008,152	\$ 10,391,418
Shopping	Shopping / Merchandise	\$ 413,037	\$ 940,967	\$ 48,000	\$ 10,057	\$ 171,185	\$ 1,011,559	\$ 37,967	\$ 1,727,365	\$ 2,364,050
Entertainment	Entertainment	\$ 47,918	\$ 71,513	\$ -	\$ 286,811	\$ 65,351	\$ 68,393	\$ 372	\$ 222,221	\$ 249,577
Ground Transportation	Ground Transportation	\$ 18,051	\$ 135,487	\$ -	\$ 6,790	\$ 11,042	\$ 175,404	\$ 298	\$ 474,759	\$ 108,559
Fuel	Ground Transportation	\$ 207,744	\$ 392,773	\$ -	\$ 3,164	\$ 127,439	\$ 32,671	\$ 22,147	\$ 364,101	\$ 1,297,940
Laundry	Event Spending	\$ -	\$ -	\$ -	\$ 2,330	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 1,409,804	\$ 1,630,186	\$ -	\$ -	\$ -
Livestock Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ 3,584,558	\$ -	\$ -	\$ -
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ 501,758	\$ 1,148,152	\$ -	\$ -	\$ -
Livestock Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 207,191	\$ -	\$ -	\$ -
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ 3,500	\$ -	\$ -	\$ -	\$ -	\$ -
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,540,246
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 16,956	\$ 504,230	\$ -	\$ 523,000	\$ 1,060,786	\$ 128,848	\$ -	\$ 30,807	\$ 3,801,298
Booth Setup	Event Spending	\$ -	\$ 846,092	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Booth Supplies	Event Spending	\$ 138,680	\$ 442,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 68,128	\$ -
Booth Storage	Event Spending	\$ -	\$ 187,588	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Business Related Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 4,730	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ 78,901	\$ -	\$ -	\$ -	\$ -	\$ -
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ 113,410	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Expenses	Event Spending	\$ -	\$ -	\$ -	\$ 740	\$ -	\$ 2,535	\$ -	\$ -	\$ -
Performers	Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 2,565,088	\$ 9,589,877	\$ 1,068,751	\$ 2,641,187	\$ 6,051,167	\$ 12,482,985	\$ 149,405	\$ 5,965,417	\$ 35,777,582

Spending Category	Spending Summary Category	Open Livestock Show Exhibitors	Rodeo Attendees	Rodeo Competition Contestants	Sponsors	Volunteers	WCBBQ Contest Attendees	WCBBQ Contest Teams	Wildlife Expo Exhibitors	Young Guns Participants	Total
Lodging	Lodging	\$ 1,234,752	\$ 14,838,896	\$ 48,035	\$ 778,459	\$ 11,294,738	\$ 8,870,783	\$ 932,244	\$ 860	\$ 78,176	\$ 65,193,692
Food, Beverage and Alcohol	Food & Beverage	\$ 1,123,267	\$ 55,879,016	\$ 190,782	\$ 924,259	\$ 13,869,928	\$ 3,999,940	\$ 177,464	\$ 6,426	\$ 74,298	\$ 96,328,221
Shopping	Shopping / Merchandise	\$ 329,176	\$ 22,722,042	\$ 87,009	\$ -	\$ 5,127,623	\$ 1,446,224	\$ 560,445	\$ 9,817	\$ 58,793	\$ 37,065,315
Entertainment	Entertainment	\$ 81,239	\$ 1,493,755	\$ 23,004	\$ -	\$ 301,235	\$ 103,752	\$ 200,489	\$ 332	\$ 18,892	\$ 3,234,855
Ground Transportation	Ground Transportation	\$ 21,342	\$ 860,769	\$ 16,295	\$ 129,094	\$ 729,059	\$ 407,338	\$ 267,181	\$ -	\$ 2,107	\$ 3,363,574
Fuel	Ground Transportation	\$ 240,139	\$ 1,012,317	\$ 43,115	\$ -	\$ 467,546	\$ 130,727	\$ 21,165	\$ 222	\$ 92,945	\$ 4,456,153
Laundry	Event Spending	\$ -	\$ -	\$ 7,318	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,648
Horse Purchases	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,039,990
Livestock Purchases	Farm and Ranch Related	\$ 1,857,370	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,442,028
Equipment Purchases (Farm related)	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Horse Ranch Equipment	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,649,910
Livestock Equipment	Farm and Ranch Related	\$ 404,218	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 611,410
Tractor/trailer Repair	Farm and Ranch Related	\$ -	\$ -	\$ 16,027	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,527
Livestock Show Supplies	Farm and Ranch Related	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,540,246
Other (Large Purchases and Other)	Shopping / Merchandise	\$ 218,974	\$ 17,882,074	\$ 1,613	\$ -	\$ 281,155	\$ 17,196	\$ 1,059,252	\$ -	\$ -	\$ 25,526,189
Booth Setup	Event Spending	\$ -	\$ -	\$ -	\$ 64,800	\$ -	\$ -	\$ 3,340,324	\$ -	\$ -	\$ 4,251,216
Booth Supplies	Event Spending	\$ -	\$ -	\$ -	\$ 1,411,304	\$ -	\$ -	\$ 4,596,568	\$ 4,154	\$ -	\$ 6,661,433
Booth Storage	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 187,588
Business Related Expenses	Event Spending	\$ -	\$ -	\$ 34,296	\$ 1,837,193	\$ -	\$ -	\$ 1,224,040	\$ 2,769	\$ -	\$ 3,103,029
Equipment Repair	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 78,901
AV Equipment Rental	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	Event Spending	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 733,912	\$ -	\$ -	\$ 847,322
Medical Expenses	Event Spending	\$ -	\$ -	\$ 1,899	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,174
Performers	Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,300,145	\$ -	\$ -	\$ 2,300,145
Total		\$ 5,510,477	\$ 114,688,867	\$ 469,392	\$ 5,145,108	\$ 32,071,284	\$ 14,975,959	\$ 15,413,227	\$ 24,580	\$ 325,210	\$ 264,915,565

Spending Summary Category	Total
Lodging	\$ 65,193,692
Food & Beverage	\$ 96,328,221
Entertainment	\$ 5,535,000
Shopping / Merchandise	\$ 62,591,505
Farm and Ranch Related	\$ 12,303,110
Ground Transportation	\$ 7,819,727
Event Spending	\$ 15,144,311
Total	\$ 264,915,565



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Agricultural Mechanical Contestants
Economic Activity**

Category: Agricultural Mechanical Contestants
 Category Description: Participants in the Ag Mechanical competition, related FFA Instructors or 4-H Agents and their friends and family.

Number of People

Total Unique Registered Projects	462
Average people per Registered Projects	11.74
Total Attendees	5,425
Total Attendees Surveyed	1,509
Total Surveyed as a % of Unique Entries	27.8%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	17.4%	946	946
Texas but outside Greater Houston	80.1%	4,343	4,343
U.S. but outside Texas	2.5%	137	137
International	0.0%	0	0
Total	100.0%	5,425	5,425

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	946	43.5%	412
Visitors	4,480	85.5%	3,828
Total	5,425	78.1%	4,240

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	95.0%	4,027	\$ 57.47	2.70	2.44	4,457
RV/Camper	1.1%	47	\$ -	1.29	1.50	40
Friend's/Family's Home	0.6%	27	\$ -	1.50	1.25	32
Peer-to-Peer	3.3%	140	\$ 28.21	2.24	4.80	65
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	4,240	\$ 56.49	2.66	2.50	4,593
Paid Lodging Sub-Total		4,167	\$ 56.49	2.69	2.52	4,522

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		4,167	
Average nightly rate per person		\$ 56.49	
Average length of stay (nights)		2.69	
Total Lodging Spending	N/A	\$ 632,580	\$ 632,580

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		4,480	
Average daily spending		\$ 35.47	
Average length of stay (days)		4.71	
Total Food & Beverage	\$ 342,234	\$ 747,888	\$ 1,090,122

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	5,425	4,480	4,480
Entertainment (Excluding Rodeo Tickets)	\$ 10.70		
Shopping/Merchandise	\$ 49.32	\$ 32.47	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.60	\$ 2.09	
Fuel for Personal or Rental Cars	\$ 46.37		
Total Non-Food Spending Per Person	\$ 50.93	\$ 91.62	\$ 142.55
Total Non-Food Spending	\$ 276,298	\$ 410,452	\$ 686,750

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Agricultural Mechanical Teams	462	462	
Supplies	\$ 42	\$ 258	
Other 1	\$ 3	\$ 20	
Other 2	\$ 1	\$ 13	
Total Spending per Team	\$ 46	\$ 291	\$ 337
Total Exhibitor Spending	\$ 21,287	\$ 134,349	\$ 155,636

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 632,580	\$ 632,580
Food & Beverage	\$ 342,234	\$ 747,888	\$ 1,090,122
Non-Food Spending	\$ 297,585	\$ 544,801	\$ 842,386
Total Direct Spending	\$ 639,819	\$ 1,925,269	\$ 2,565,088



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Commercial Exhibitors
Economic Activity**

Category: Commercial Exhibitors
 Category Description: Commercial exhibitors with an on-site presence at the Rodeo, including their employees, friends and family.

Number of People

Total Unique Registered Exhibitors	230
Average people with Exhibitors	15.25
Total Attendees	3,508
Total Attendees Surveyed	1,050
Total Surveyed as a % of Unique Entries	29.9%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	43.1%	1,513	1,513
Texas but outside Greater Houston	29.0%	1,016	1,016
U.S. but outside Texas	22.6%	792	792
International	5.3%	187	187
Total	100.0%	3,508	3,508

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	1,513	8.7%	131
Visitors	1,995	85.9%	1,714
Total	3,508	52.6%	1,845

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	15.9%	293	\$ 67.60	19.10	2.10	2,656
RV/Camper	10.3%	190	\$ 26.48	23.11	2.57	1,710
Friend's/Family's Home	4.6%	86		9.53	2.33	350
Peer-to-Peer	64.5%	1,189	\$ 97.27	26.95	2.77	11,561
Other	4.7%	87	\$ 69.79	10.21	1.17	761
Total	100.0%	1,845	\$ 83.31	23.71	2.55	17,038
Paid Lodging Sub-Total		1,759	\$ 83.31	24.40	2.56	16,688

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		1,759	
Average nightly rate per person		\$ 83.31	
Average length of stay (nights)		24.40	
Total Lodging Spending	N/A	\$ 3,576,682	\$ 3,576,682

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		1,995	
Average daily spending		\$ 37.71	
Average length of stay (days)		15.86	
Total Food & Beverage	\$ 1,185,624	\$ 1,192,911	\$ 2,378,535

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	3,508	1,995	1,995
Entertainment (Excluding Rodeo Tickets)		\$ 35.85	
Shopping/Merchandise	\$ 191.77	\$ 134.49	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 10.07	\$ 50.22	
Fuel for Personal or Rental Cars		\$ 196.92	
Total Non-Food Spending Per Person	\$ 201.83	\$ 417.49	\$ 619.33
Total Non-Food Spending	\$ 708,031	\$ 832,709	\$ 1,540,740

Exhibitor Spending	On-Grounds	Off-Grounds	Total
Commercial Exhibitors	230	230	
Booth and Booth Setup Costs	\$ 1,410	\$ 2,269	
Exhibit Supplies	\$ 408	\$ 1,517	
Annual Booth Storage Costs		\$ 816	
Utilities	\$ 493		
Other	\$ 457	\$ 1,735	
Total Exhibitor Spending per Exhibitor	\$ 2,767	\$ 6,337	\$ 9,104
Total Company Spending	\$ 636,502	\$ 1,457,418	\$ 2,093,920

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 3,576,682	\$ 3,576,682
Food & Beverage	\$ 1,185,624	\$ 1,192,911	\$ 2,378,535
Non-Food Spending	\$ 1,344,533	\$ 2,290,127	\$ 3,634,660
Total Direct Spending	\$ 2,530,157	\$ 7,059,720	\$ 9,589,877



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Concert
Economic Activity**

Category: Concert
Category Description: Concerts performers

Number of People

Total Bands	78
Average party size	14.35
Total Attendees	1,119
Total Attendees Surveyed	1,119
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	13%	149	149
Texas but outside Greater Houston	22%	244	244
U.S. but outside Texas	65%	726	726
Total	100%	1119	1119

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	149	0.0%	0
Visitors	970	83%	801
Total	1,119	72%	801

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	801	\$ 436.61	2.05	1.70	966
RV/Camper	-	-	\$ -	-	-	-
Friend's/Family's Home	-	-	\$ -	-	-	-
Peer-to-Peer	-	-	\$ -	-	-	-
Other	-	-	\$ -	-	-	-
Total	100%	801	\$ 436.61	2.05	1.70	966
Paid Lodging Sub-Total		801	\$ 436.61	2.05	1.70	966

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		801	
Average nightly rate per person		\$ 436.61	
Average length of stay (nights)		2.05	
Total Lodging Spending	N/A	\$ 717,275	\$ 717,275

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,119	
Average daily spending		\$ 159.98	
Average length of stay (days)		1.70	
Total Food & Beverage	\$ -	\$ 303,476	\$ 303,476

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	970	970	
Entertainment (Excluding Rodeo Tickets)			
Non-Livestock Shopping	\$ 49		
Ground Transportation Expenses (Rental Car, Uber, Lyft)			
Fuel for Personal or Rental Cars			
Other Purchases			
Large Items Purchased (over \$2,000)			
Total Non-Food Spending Per Person	\$ 49	\$ -	
Total Non-Food Spending	\$ 48,000	\$ -	\$ 48,000

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 717,275	\$ 717,275
Food & Beverage	\$ -	\$ 303,476	\$ 303,476
Non-Food Spending	\$ 48,000	\$ -	\$ 48,000
Total Direct Spending	\$ 48,000	\$ 1,020,751	\$ 1,068,751



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - HLSR Contractors
Economic Activity**

Category: HLSR Contractors
Category Description: Contractors hired to produce the Rodeo.

Number of People

Total People	653
Average party size	1.09
Total Attendees	715
Total Attendees Surveyed	715
Total Surveyed as a % of Unique Entries	100.0%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	12%	85	58
Texas but outside Greater Houston	70%	500	500
U.S. but outside Texas	17%	119	119
International	2%	11	0
Total	100%	715	677

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	58	19.0%	11
Visitors	619	100%	619
Total	677	93%	630

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	27%	168	\$ 155.80	49.16	1.20	6,260
RV/Camper	71%	445	\$ -	42.00	1.00	18,690
Friend's/Family's Home	1%	7	\$ -	2.00	1.67	8
Peer-to-Peer	1%	9	\$ 135.00	22.56	1.13	180
Total	100%	629	\$ 154.74	43.19	1.06	25,138
Paid Lodging Sub-Total		177	\$ 154.74	47.80	1.20	6,440

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston			177
Average nightly rate per person		\$ 154.74	
Average length of stay (nights)		47.80	
Total Lodging Spending	N/A	\$ 1,197,674	\$ 1,197,674

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		697	
Average daily spending		\$ 14.17	
Average length of stay (days)		47.80	
Total Food & Beverage	\$ 51,385	\$ 472,004	\$ 523,389

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	629	629	629
Entertainment (Excluding Rodeo Tickets)	\$ -	\$ 455.98	
Shopping	\$ 9.46	\$ 6.53	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ 10.80	
Fuel for Personal or Rental Cars	\$ -	\$ 5.03	
Livestock	\$ -	\$ 0.16	
Medical	\$ -	\$ 1.18	
Business expenses	\$ 0.62	\$ 6.90	
Laundry	\$ -	\$ 3.70	
Equipment Purchased		\$ 523,000	
Truck/trailer expenses		\$ 3,500	
Equipment Repair		\$ 78,901	
Total Non-Food Spending Per Person	\$ 10.08	\$ 490.27	\$ 500.35
Total Non-Food Spending	\$ 6,341	\$ 913,783	\$ 920,124

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,197,674	\$ 1,197,674
Food & Beverage	\$ 51,385	\$ 472,004	\$ 523,389
Non-Food Spending	\$ 6,341	\$ 913,783	\$ 920,124
Total Direct Spending	\$ 57,726	\$ 2,583,461	\$ 2,641,187



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Horse Show Exhibitors
Economic Activity**

Category: Horse Show Exhibitors
 Category Description: Exhibitors in the Horse Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,338
Average party size (inclusive of registrants)	4.94
Total Attendees	6,606
Total Attendees Surveyed	706
Total Surveyed as a % of Unique Entries	10.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	37.5%	2,480	2,480
Texas but outside Greater Houston	53.4%	3,525	3,525
U.S. but outside Texas	9.1%	601	601
International	0.0%	0	0
Total	100.0%	6,606	6,606

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	2,480	36.0%	892
Visitors	4,126	85.6%	3,530
Total	6,606	66.9%	4,422

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	65.1%	2,880	\$ 117.47	2.81	2.30	3,528
RV/Camper	3.8%	169	\$ 30.00	1.33	3.00	75
Friend's/Family's Home	0.4%	17	\$ -	-	2.00	-
Peer-to-Peer	29.9%	1,321	\$ 134.70	3.32	2.65	1,658
Other	0.8%	34	\$ -	4.00	2.00	68
Total	100.0%	4,422	\$ 119.29	2.91	2.42	5,329
Paid Lodging Sub-Total		4,371	\$ 119.29	2.91	2.43	5,261

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		4,371	
Average nightly rate per person		\$ 119.29	
Average length of stay (nights)		2.91	
Total Lodging Spending	N/A	\$ 1,516,935	\$ 1,516,935

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		4,126	
Average daily spending		\$ 34.56	
Average length of stay (days)		3.92	
Total Food & Beverage	\$ 628,631	\$ 558,237	\$ 1,186,867

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	6,606	4,126	4,126
Entertainment (Excluding Rodeo Tickets)		\$ 15.84	
Shopping/Merchandise	\$ 18.32	\$ 12.17	
Horse Purchases (including animals, semen and embryos)	\$ 0.52	\$ 340.88	
Horse and Ranch Equipment (including tractors and trailers)	\$ 4.38	\$ 114.60	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.68	
Fuel for Personal or Rental Cars		\$ 30.89	
Other Purchases	\$ 5.54	\$ 4.93	
Large Items Purchased (over \$2,000)	\$ -	\$ 243.31	
Total Non-Food Spending Per Person	\$ 28.75	\$ 765.28	\$ 794.03
Total Non-Food Spending	\$ 189,945	\$ 3,157,421	\$ 3,347,366

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,516,935	\$ 1,516,935
Food & Beverage	\$ 628,631	\$ 558,237	\$ 1,186,867
Non-Food Spending	\$ 189,945	\$ 3,157,421	\$ 3,347,366
Total Direct Spending	\$ 818,575	\$ 5,232,592	\$ 6,051,167



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - International Week Attendees
Economic Activity**

Category: International Week Attendees
 Category Description: Attendees that registered for the International Room hosted by HLSR during International Week.

Number of People

Total Unique Registered Attendees	2,819
Total Attendees Surveyed	1,598
Total Surveyed as a % of Unique Entries	56.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	0.0%	0	0
U.S. but outside Texas	0.0%	0	0
International	100.0%	2,819	2,819
Total	100.0%	2,819	2,819

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	N/A	0
Visitors	2,819	91.7%	2,585
Total	2,819	91.7%	2,585

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	83.0%	2,144	\$ 117.48	7.50	2.13	7,564
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	0.2%	6	\$ -	20.00	3.00	39
Peer-to-Peer	16.8%	434	\$ 152.13	6.78	7.96	370
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	2,585	\$ 123.32	7.40	3.11	7,973
Paid Lodging Sub-Total		2,579	\$ 123.32	7.38	3.11	7,934

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,579	
Average nightly rate per person		\$ 123.32	
Average length of stay (nights)		7.38	
Total Lodging Spending	N/A	\$ 2,345,529	\$ 2,345,529

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		2,819	
Average daily spending		\$ 48.72	
Average length of stay (days)		12.01	
Total Food & Beverage	\$ 498,798	\$ 1,649,161	\$ 2,147,959

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	2,819	2,819	2,819
Entertainment (Excluding Rodeo Tickets)		\$ 24.26	
Shopping/Merchandise	\$ 134.81	\$ 224.02	
Horse Purchases (including animals, semen and embryos)	\$ 390.18	\$ 188.11	
Horse and Ranch Equipment (including tractors and trailers)	\$ 30.60	\$ 376.69	
Livestock Purchases (including animals, semen and embryos)	\$ 192.68	\$ 1,078.89	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 1.88	\$ 71.62	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 62.22	
Fuel for Personal or Rental Cars		\$ 11.59	
Medical expenditures		\$ 0.90	
Other Purchases	\$ 1.25	\$ 34.57	
Large Items Purchased (over \$2,000)	\$ -	\$ 9.89	
Total Non-Food Spending Per Person	\$ 751.40	\$ 2,082.76	\$ 2,834.16
Total Non-Food Spending	\$ 2,118,202	\$ 5,871,296	\$ 7,989,498

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 2,345,529	\$ 2,345,529
Food & Beverage	\$ 498,798	\$ 1,649,161	\$ 2,147,959
Non-Food Spending	\$ 2,118,202	\$ 5,871,296	\$ 7,989,498
Total Direct Spending	\$ 2,616,999	\$ 9,865,986	\$ 12,482,985



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Judges (Horse/Livestock)
Economic Activity**

Category: Judges (Horse/Livestock)
Category Description: Judges for Horse and Livestock Shows.

Number of People

Total Registered Judges	67
Average party size (inclusive of Judges)	3.56
Total Attendees	238
Total Attendees Surveyed	32
Total Surveyed as a % of Unique Entries	13.4%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	0.0%	0	0
Texas but outside Greater Houston	34.4%	82	82
U.S. but outside Texas	65.6%	156	156
International	0.0%	0	0
Total	100.0%	238	238

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	0	0.0%	0
Visitors	238	83.3%	199
Total	238	83.3%	199

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100.0%	199	\$ 30.95	5.81	3.00	384
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	0.0%	-	\$ -	-	-	-
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	199	\$ 30.95	5.81	3.00	384
Paid Lodging Sub-Total		199	\$ 30.95	5.81	3.00	384

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		199	
Average nightly rate per person		\$ 30.95	
Average length of stay (nights)		5.81	
Total Lodging Spending	N/A	\$ 35,697	\$ 35,697

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		238	
Average daily spending		\$ 64.22	
Average length of stay (days)		2.44	
Total Food & Beverage	\$ 15,634	\$ 37,290	\$ 52,924

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	238	238	238
Entertainment (Excluding Rodeo Tickets)		\$ 1.56	
Shopping/Merchandise	\$ 159.38	\$ -	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ 1.25	
Fuel for Personal or Rental Cars		\$ 92.97	
Total Non-Food Spending Per Person	\$ 159.38	\$ 95.78	\$ 255.16
Total Non-Food Spending	\$ 37,967	\$ 22,817	\$ 60,784

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 35,697	\$ 35,697
Food & Beverage	\$ 15,634	\$ 37,290	\$ 52,924
Non-Food Spending	\$ 37,967	\$ 22,817	\$ 60,784
Total Direct Spending	\$ 53,601	\$ 95,804	\$ 149,405



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Judging Contest Contestants
Economic Activity**

Category: Judging Contest Contestants
 Category Description: Participants in the Judging Contests, related FFA Instructors or 4-H Agents and their friends or family.

Number of People

Total Unique Registered Schools	1,951
Average People with Registered School	10.67
Total Attendees	20,815
Total Attendees Surveyed	5,541
Total Surveyed as a % of Unique Entries	26.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	28.2%	5,880	5,880
Texas but outside Greater Houston	63.3%	13,176	13,176
U.S. but outside Texas	8.4%	1,755	1,755
International	0.0%	5	5
Total	100.0%	20,815	20,815

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	5,880	6.4%	376
Visitors	14,935	55.2%	8,245
Total	20,815	41.4%	8,621

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	87.0%	7,503	\$ 54.95	2.38	2.62	6,827
RV/Camper	0.5%	42	\$ 10.00	7.42	3.00	105
Friend's/Family's Home	8.1%	701	\$ 2.67	3.25	3.25	575
Peer-to-Peer	3.8%	329	\$ 82.53	2.89	3.83	248
Other	0.5%	46	\$ -	-	4.33	-
Total	100.0%	8,621	\$ 55.86	2.44	2.73	7,755
Paid Lodging Sub-Total		7,874	\$ 55.86	2.43	2.67	7,180

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		7,874	
Average nightly rate per person		\$ 55.86	
Average length of stay (nights)		2.43	
Total Lodging Spending	N/A	\$ 1,069,884	\$ 1,069,884

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		14,935	
Average daily spending		\$ 36.77	
Average length of stay (days)		2.57	
Total Food & Beverage	\$ 594,629	\$ 1,413,523	\$ 2,008,152

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	20,815	14,935	14,935
Entertainment (Excluding Rodeo Tickets)		\$ 14.88	
Shopping/Merchandise	\$ 58.06	\$ 34.74	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.42	\$ 29.81	
Fuel for Personal or Rental Cars		\$ 24.38	
Total Non-Food Spending Per Person	\$ 59.48	\$ 103.81	\$ 163.29
Total Non-Food Spending	\$ 1,238,095	\$ 1,550,351	\$ 2,788,446

Spending	On-Grounds	Off-Grounds	Total
Schools	1,951	1,400	
Supplies	\$ 13	\$ 30	
Other1	\$ 3	\$ 11	
Other2	\$ 1	\$ 5	
Total Spending per School	\$ 17	\$ 47	\$ 64
Total Spending	\$ 33,062	\$ 65,873	\$ 98,935

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,069,884	\$ 1,069,884
Food & Beverage	\$ 594,629	\$ 1,413,523	\$ 2,008,152
Non-Food Spending	\$ 1,271,157	\$ 1,616,224	\$ 2,887,381
Total Direct Spending	\$ 1,865,786	\$ 4,099,631	\$ 5,965,417



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Junior Show Exhibitors
Economic Activity**

Category: Junior Show Exhibitors

Category Description: Participants in the Junior Livestock Show, related FFA Instructors or 4-H Agents and their friends or family. Unique trips to the Junior Show counts the number of separate trips made by those participating in the Junior Show.

Number of People

Total Unique Trips to Junior Show	8,002
Average party size (inclusive of registrants)	7.10
Total Attendees	56,801
Total Attendees Surveyed	3,755
Total Surveyed as a % of Unique Entries	6.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	16.3%	9,251	9,251
Texas but outside Greater Houston	83.6%	47,480	47,480
U.S. but outside Texas	0.1%	69	69
Total	100.0%	56,801	56,801

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	9,251	68.1%	6,304
Visitors	47,549	95.1%	45,199
Total	56,801	90.7%	51,503

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	90.9%	46,808	\$ 91.20	3.50	2.71	60,364
RV/Camper	1.6%	804	\$ 62.40	3.08	3.00	826
Friend's/Family's Home	0.2%	127	\$ -	1.29	3.50	47
Peer-to-Peer	5.8%	3,003	\$ 56.08	3.35	5.14	1,961
Other	1.5%	761	\$ 133.33	4.18	7.33	434
Total	100.0%	51,503	\$ 89.32	3.49	2.93	63,632
Paid Lodging Sub-Total		51,376	\$ 89.32	3.49	2.93	63,585

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		51,376	
Average nightly rate per person		\$ 89.32	
Average length of stay (nights)		3.49	
Total Lodging Spending	N/A	\$ 16,024,494	\$ 16,024,494

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		47,549	
Average daily spending		\$ 34.31	
Average length of stay (days)		4.50	
Total Food & Beverage	\$ 3,050,266	\$ 7,341,151	\$ 10,391,418

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	56,801	47,549	
Entertainment (Excluding Rodeo Tickets)		\$ 5.25	
Non-Livestock Shopping	\$ 29.35	\$ 14.66	
Livestock Show Supplies	\$ 17.33	\$ 11.70	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 2.28	
Fuel for Personal or Rental Cars		\$ 27.30	
Other Purchases		\$ 4.08	
Large Items Purchased (over \$2,000)	\$ 3.14	\$ 72.12	
Total Non-Food Spending Per Person	\$ 49.81	\$ 137.38	
Total Non-Food Spending	\$ 2,829,361	\$ 6,532,310	\$ 9,361,670

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 16,024,494	\$ 16,024,494
Food & Beverage	\$ 3,050,266	\$ 7,341,151	\$ 10,391,418
Non-Food Spending	\$ 2,829,361	\$ 6,532,310	\$ 9,361,670
Total Direct Spending	\$ 5,879,627	\$ 29,897,955	\$ 35,777,582



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Open Livestock Show Exhibitors
Economic Activity**

Category: Open Livestock Show Exhibitors
 Category Description: Exhibitors in the Open Livestock Show, related employees and their friends or family.

Number of People

Total Unique Registered Exhibitors	1,008
Average party size (inclusive of registrants)	4.35
Total Attendees	4,386
Total Attendees Surveyed	1,288
Total Surveyed as a % of Unique Entries	29.4%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	19.1%	839	839
Texas but outside Greater Houston	64.5%	2,830	2,830
U.S. but outside Texas	16.1%	705	705
International	0.3%	12	12
Total	100.0%	4,386	4,386

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	839	17.0%	143
Visitors	3,547	84.9%	3,012
Total	4,386	71.9%	3,155

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	81.0%	2,557	\$ 83.74	4.91	2.58	4,869
RV/Camper	2.0%	63	\$ 41.50	4.50	4.00	71
Friend's/Family's Home	1.1%	34	\$ -	4.00	8.00	17
Peer-to-Peer	15.9%	501	\$ 68.22	5.05	5.08	498
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	3,155	\$ 80.39	4.91	3.06	5,455
Paid Lodging Sub-Total		3,121	\$ 80.39	4.92	3.01	5,438

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		3,121	
Average nightly rate per person		\$ 80.39	
Average length of stay (nights)		4.92	
Total Lodging Spending	N/A	\$ 1,234,752	\$ 1,234,752

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		3,547	
Average daily spending		\$ 38.71	
Average length of stay (days)		5.25	
Total Food & Beverage	\$ 402,793	\$ 720,474	\$ 1,123,267

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors	4,386	3,547	3,547
Entertainment (Excluding Rodeo Tickets)		\$ 22.90	
Non-Livestock Shopping	\$ 54.02	\$ 26.00	
Livestock Purchases (including animals, semen and embryos)	\$ 327.83	\$ 118.26	
Livestock Equipment (including scales, panels, tractors and trailers)	\$ 50.32	\$ 51.74	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 6.02	
Fuel for Personal or Rental Cars		\$ 67.71	
Other Purchases	\$ 1.45	\$ 2.89	
Large Items Purchased (over \$2,000)	\$ 40.87	\$ 6.51	
Total Non-Food Spending Per Person	\$ 474.49	\$ 302.03	\$ 776.53
Total Non-Food Spending	\$ 2,081,212	\$ 1,071,245	\$ 3,152,457

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 1,234,752	\$ 1,234,752
Food & Beverage	\$ 402,793	\$ 720,474	\$ 1,123,267
Non-Food Spending	\$ 2,081,212	\$ 1,071,245	\$ 3,152,457
Total Direct Spending	\$ 2,484,005	\$ 3,026,472	\$ 5,510,477



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Rodeo Attendees
Economic Activity**

Category: Rodeo Attendees
Category Description: Attendees with tickets for the carnival grounds or the Rodeo/concert.

Number of People

Total Scanned Attendance (All days)	1,805,653	Adjustment for Non-Incremental Visitors Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	9.1%
Average days attended the Rodeo	2.26		
Total Unique Entries	798,576		
Total Attendees Surveyed	20,617		
Total Surveyed as a % of Unique Entries	2.6%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	79%	630,429	630,429	0	630,429
Texas but outside Greater Houston	14%	109,230	109,230	9,927	99,303
U.S. but outside Texas	6%	47,540	47,540	4,320	43,219
Outside U.S.	1%	11,378	11,378	1,034	10,344
Total	100%	798,576	798,576	15,282	783,295

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	630,429	2%	9,952
Visitors	152,866	43%	65,209
Total	783,295	10%	75,161

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	44.8%	33,655	\$ 102.03	3.52	2.68	44,226
RV/Camper	1.2%	918	\$ 57.89	9.00	2.50	3,306
Friend's/Family's Home	44.5%	33,477	\$ -	4.13	3.19	43,333
Peer-to-Peer	8.9%	6,695	\$ 74.13	4.01	3.51	7,657
Other	0.6%	415	\$ -	1.25	1.71	302
Total	100.0%	75,161	\$ 96.52	3.89	2.98	98,824
Paid Lodging Sub-Total		41,269	\$ 96.52	3.73	2.81	55,189

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		41,269	
Average nightly rate per person		\$ 96.52	
Average length of stay (nights)		3.73	
Total Lodging Spending	N/A	\$ 14,838,896	\$ 14,838,896

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		152,866	
Average daily spending		\$ 17.39	
Average length of stay (days)		3.38	
Total Food & Beverage	\$ 46,884,270	\$ 8,994,746	\$ 55,879,016

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		152,866	
Entertainment (Excluding Rodeo Tickets)		\$ 9.77	
Shopping/Merchandise	\$ 27.28	\$ 8.85	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 5.63	
Fuel for Personal or Rental Cars		\$ 6.62	
Large Items Purchased (over \$2,000)	\$ 21.65	\$ 6.06	
Total Non-Food Spending Per Person	\$ 48.93	\$ 36.94	\$ 85.86
Total Non-Food Spending	\$ 38,324,790	\$ 5,646,166	\$ 43,970,956

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 14,838,896	\$ 14,838,896
Food & Beverage	\$ 46,884,270	\$ 8,994,746	\$ 55,879,016
Non-Food Spending	\$ 38,324,790	\$ 5,646,166	\$ 43,970,956
Total Direct Spending	\$ 85,209,060	\$ 29,479,808	\$ 114,688,867



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Rodeo Competition Contestants
Economic Activity**

Category: Rodeo Competition Contestants
 Category Description: Contestants participating in the Rodeo along with their friends, family and guests.

Number of People

Total Unique Registered Contestants	360
Average party size (inclusive of contestants)	3.24
Total Attendees	1,168
Total Attendees Surveyed	480
Total Surveyed as a % of Unique Entries	41.1%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	10.2%	119	119
Texas but outside Greater Houston	34.2%	399	399
U.S. but outside Texas	50.6%	591	591
International	5.0%	58	58
Total	100.0%	1,168	1,168

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	119	45.2%	54
Visitors	1,048	96.9%	1,016
Total	1,168	91.6%	1,070

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	36.6%	391	\$ 31.61	2.68	1.91	548
RV/Camper	13.1%	140	\$ -	2.10	2.34	125
Rodeo Villiage	37.9%	405		2.02	2.17	376
Friend's/Family's Home	5.6%	59		-	2.29	-
Peer-to-Peer	5.2%	56	\$ 70.00	2.56	2.80	51
Other	1.6%	17	\$ 96.00	3.00	1.25	42
Total	100.0%	1,070	\$ 38.65	2.20	2.12	1,143
Paid Lodging Sub-Total		465	\$ 38.65	2.67	1.99	641

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		465	
Average nightly rate per person		\$ 38.65	
Average length of stay (nights)		2.67	
Total Lodging Spending	N/A	\$ 48,035	\$ 48,035

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds (Visitors Only)	Total
Visitors		1,048	
Average daily spending		\$ 47.37	
Average length of stay (days)		3.60	
Total Food & Beverage	\$ 11,747	\$ 179,035	\$ 190,782

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	1,168	1,048	1,048
Entertainment (Excluding Rodeo Tickets)	\$ 21.94		
Shopping/Merchandise	\$ 24.53	\$ 55.67	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.06	\$ 14.36	
Fuel for Personal or Rental Cars		\$ 41.13	
Total Non-Food Spending Per Person	\$ 25.59	\$ 133.10	\$ 158.70
Total Non-Food Spending	\$ 29,882	\$ 139,541	\$ 169,423

Contestant Spending	On-Grounds	Off-Grounds	Total
Rodeo Contestants (Visitor Adjusted for Off-Grounds)	360	323	
Truck/Trailer Expenses		\$ 50	
Laundry Service and Dry Cleaning	\$ 4	\$ 18	
Livestock Welfare	\$ 2	\$ 104	
Medical Care	\$ 2	\$ 4	
Other	\$ -	\$ 5	
Total Contestant Spending per Contestant	\$ 8	\$ 180	\$ 188
Total Company Spending	\$ 2,868	\$ 58,285	\$ 61,153

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 48,035	\$ 48,035
Food & Beverage	\$ 11,747	\$ 179,035	\$ 190,782
Non-Food Spending	\$ 32,751	\$ 197,826	\$ 230,576
Total Direct Spending	\$ 44,497	\$ 424,895	\$ 469,392



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Sponsors
Economic Activity**

Category: Sponsors
 Category Description: Companies sponsoring the Rodeo that have a physical presence on-site.

Number of People

Total Unique Registered Sponsors	81
Average people per Sponsor	24.25
Total Attendees	1,964
Total Attendees Surveyed	485
Total Surveyed as a % of Unique Entries	24.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	65%	1,285	1,285
Texas but outside Greater Houston	23%	453	453
U.S. but outside Texas	12%	226	226
Total	100%	1,964	1,964

Lodging

Origin	Visitors	% in Lodging	Visitors in Lodging
Greater Houston	1,285	0.0%	0
Visitors	679	71%	480
Total	1,964	24%	480

Where Visitors Stay	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	100%	480	\$ 87.09	18.63	1.58	891
RV/Camper		-	\$ -	-	-	-
Friend's/Family's Home		-	\$ -	-	-	-
Peer-to-Peer		-	\$ -	-	-	-
Other		-	\$ -	-	-	-
Total	100%	480	\$ 87.09	18.63	1.58	891
Paid Lodging Sub-Total		480	\$ 87.09	18.63	1.58	891

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		480	
Average nightly rate per person		\$ 87.09	
Average length of stay (nights)		18.63	
Total Lodging Spending	N/A	\$ 778,459	\$ 778,459

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		1,964	
Average daily spending		\$ 7.21	
Average length of stay (days)		16.50	
Total Food & Beverage	\$ 690,582	\$ 233,677	\$ 924,259

Non-Food Spending	On-Grounds (Total Spending)	Off-Grounds	Total
Sponsors			
Entertainment (Excluding Rodeo Tickets)			
Local Labor for Booth Operations		\$ 1,416,350	
Booth Setup		\$ 64,800	
Booth Supplies		\$ 1,411,304	
Equipment Rental		\$ 420,844	
Ground Transportation Expenses		\$ 129,094	
Large Items Purchased (over \$2,000)			
Total Non-Food Spending Per Person			
Total Non-Food Spending	\$ -	\$ 3,442,391	\$ 3,442,391

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 778,459	\$ 778,459
Food & Beverage	\$ 690,582	\$ 233,677	\$ 924,259
Non-Food Spending	\$ -	\$ 3,442,391	\$ 3,442,391
Total Direct Spending	\$ 690,582	\$ 4,454,526	\$ 5,145,108



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Volunteers
Economic Activity**

Category: Volunteers
Category Description: Volunteers at the HLSR.

Number of People

Total Unique Volunteers	36,958
Average people with Volunteers	1.00
Total Volunteers	36,958
Total Volunteers Surveyed	4,664
Total Surveyed as a % of Unique Entries	12.6%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	92.1%	34,026	34,026
Texas but outside Greater Houston	7.4%	2,726	2,726
U.S. but outside Texas	0.5%	198	198
International	0.0%	8	8
Total	100.0%	36,958	36,958

Lodging

Origin	Visitors	Prior to Show		During Show	
		% in Lodging in Greater Houston	Visitors in Lodging	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	34,026	9.0%	3,075	9.3%	3,150
Visitors	2,932	35.1%	1,030	46.7%	1,370
Total	36,958	11.1%	4,105	12.2%	4,520

Lodging Prior to the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	71.7%	2,943	\$ 202	3.96	11,667
RV/Camper	9.1%	374	\$ 81	10.23	3,826
Friend's/Family's Home	0.0%	\$ -	\$ -	-	-
Peer-to-Peer	13.4%	549	\$ 166	9.62	5,279
Other	5.8%	239	\$ 107	10.50	2,506
Total	100.0%	4,105	\$ 181	5.67	23,278
Paid Lodging Sub-Total		4,105	\$ 181	5.67	23,278

Lodging During the Rodeo

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	Room Nights
Hotel/Motel	67.8%	3,064	\$ 204	6.34	19,431
RV/Camper	11.2%	507	\$ 68	14.67	7,431
Friend's/Family's Home	0.0%	\$ -	\$ -	-	-
Peer-to-Peer	16.9%	764	\$ 163	13.10	10,010
Other	4.1%	185	\$ 130	15.23	2,817
Total	100.0%	4,520	\$ 179	8.78	39,690
Paid Lodging Sub-Total		4,520	\$ 179	8.78	39,690

Lodging	Prior to Rodeo	During Rodeo	Total
Visitors in Paid Lodging in Greater Houston	4,105	4,520	
Average nightly rate per person	\$ 181	\$ 179	
Average length of stay (nights)	5.67	8.78	
Total Lodging Spending	\$ 4,209,198	\$ 7,085,541	\$ 11,294,738

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds			Off-Grounds			Total
	Prior to Rodeo	During Rodeo (Total Spending)	Total	Prior to Rodeo	During Rodeo	Total	
Visitors	2,932			2,932	2,932	2,932	
Average daily spending	\$ 45.48			\$ 65.53	\$ 65.12	\$ 65.29	
Average length of stay (days)	5.31			4.69	6.56	11.25	
Total Food & Beverage	\$ 708,331	\$ 11,007,715	\$ 11,716,047	\$ 900,381	\$ 1,253,501	\$ 2,153,881	\$ 13,161,597

Non-Food Spending	On-Grounds			Off-Grounds			Total
	Prior to Rodeo	During Rodeo	Total	Prior to Rodeo	During Rodeo	Total	
Visitors	36,958	36,958	36,958	2,932	2,932	2,932	2,932
Entertainment (Excluding Rodeo Tickets)			\$ -	\$ 71.55	\$ 31.19	\$ 102.74	
Shopping/Merchandise	\$ 105.98	\$ 11.59	\$ 117.57	\$ 146.11	\$ 120.81	\$ 266.92	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 12.76	\$ 3.06	\$ 15.82	\$ 38.53	\$ 10.77	\$ 49.30	
Fuel for Personal or Rental Cars			\$ -	\$ 55.63	\$ 103.84	\$ 159.47	
Large Purchases			\$ -	\$ -	\$ 95.89	\$ 95.89	
Total Non-Food Spending Per Person	\$ 118.73	\$ 14.65	\$ 133.38	\$ 311.83	\$ 362.50	\$ 674.33	\$ 807.71
Total Non-Food Spending	\$ 4,388,180	\$ 541,359	\$ 4,929,539	\$ 914,251	\$ 1,062,828	\$ 1,977,079	\$ 6,906,618

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	\$ 4,209,198	\$ 7,085,541	\$ 11,294,738
Food & Beverage	\$ 11,716,047	\$ 2,153,881	\$ 13,869,928
Non-Food Spending	\$ 4,929,539	\$ 1,977,079	\$ 6,906,618
Total Direct Spending	\$ 20,854,783	\$ 11,216,501	\$ 32,071,284



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - WCBBQ Contest Attendees
Economic Activity**

Category: WCBBQ Contest Attendees
Category Description: Ticketed attendees at the WCBBQ Contest

Number of People

Total Scanned Attendance	158,049	Adjustment for Non-Incremental Visitors Percentage of visitors who were in Greater Houston for another reason but also attended the Rodeo.	13.3%
Average days attended WCBBQ Contest	1.75		
Total Unique Entries	90,191		
Total Attendees Surveyed	682		
Total Surveyed as a % of Unique Entries	0.8%		

Incremental Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors	Non-Incremental Visitors	Incremental Visitors
Greater Houston	67.1%	60,523	60,523	0	60,523
Texas but outside Greater Houston	20.1%	18,140	18,140	2,419	15,721
U.S. but outside Texas	11.5%	10,341	10,341	1,379	8,963
Outside U.S.	1.3%	1,187	1,187	158	1,028
Total	100.0%	90,191	90,191	3,956	86,235

Lodging

Origin	Incremental Visitors	% in Lodging in Greater Houston	Incremental Visitors in Lodging
Greater Houston	60,523	24%	14,709
Visitors	25,712	75%	19,215
Total	86,235	39%	33,924

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	70.1%	23,792	\$ 111.33	3.20	2.68	28,472
RV/Camper	7.4%	2,504	\$ -	3.17	4.80	1,652
Friend's/Family's Home	17.8%	6,033	\$ -	3.42	3.12	6,609
Peer-to-Peer	4.7%	1,594	\$ 118.75	2.00	2.40	1,328
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	33,924	\$ 111.79	3.18	2.90	38,061
Paid Lodging Sub-Total		25,386	\$ 111.79	3.13	2.66	29,800

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		25,386	
Average nightly rate per person		\$ 111.79	
Average length of stay (nights)		3.13	
Total Lodging Spending	N/A	\$ 8,870,783	\$ 8,870,783

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (Total Spending)	Off-Grounds	Total
Visitors		25,712	
Average daily spending		\$ 17	
Average length of stay (days)		3.76	
Total Food & Beverage	\$ 2,354,356	\$ 1,645,584	\$ 3,999,940

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	86,235	25,712	
Entertainment (Excluding Rodeo Tickets)		\$ 4.04	
Shopping/Merchandise	\$ 15.10	\$ 5.61	
Ground Transportation Expenses (Rental Car, Uber, Lyft)		\$ 15.84	
Fuel for Personal or Rental Cars		\$ 5.08	
Large Items Purchased (over \$2,000)	\$ 0.20	\$ -	
Total Non-Food Spending Per Person	\$ 15.30	\$ 30.58	\$ 45.87
Total Non-Food Spending	\$ 1,319,071	\$ 786,166	\$ 2,105,237

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 8,870,783	\$ 8,870,783
Food & Beverage	\$ 2,354,356	\$ 1,645,584	\$ 3,999,940
Non-Food Spending	\$ 1,319,071	\$ 786,166	\$ 2,105,237
Total Direct Spending	\$ 3,673,427	\$ 11,302,533	\$ 14,975,959



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - WCBBQ Contest Teams
Economic Activity**

Category: WCBBQ Contest Teams
Category Description: Teams participating in the WCBBQ Contest.

Number of People

Registered Teams	252
Average People per Team	18.67
Total Attendees	4,705
Total Attendees Surveyed	4,033
Total Surveyed as a % of Unique Entries	85.7%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	75.2%	3,540	3,540
Texas but outside Greater Houston	21.2%	998	998
U.S. but outside Texas	2.5%	116	116
International	1.1%	50	50
Total	100.0%	4,705	4,705

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	3,540	45.4%	1,608
Visitors	1,165	94.9%	1,105
Total	4,705	57.7%	2,714

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	67.4%	1,828	\$ 118.53	3.36	1.82	3,381
RV/Camper	15.3%	414	\$ 51.20	3.15	1.93	676
Friend's/Family's Home	5.1%	139		3.37	1.00	468
Peer-to-Peer	12.3%	332	\$ 84.03	4.73	3.43	458
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	2,714	\$ 103.26	3.50	1.99	4,983
Paid Lodging Sub-Total		2,575	\$ 103.26	3.51	2.05	4,515

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		2,575	
Average nightly rate per person		\$ 103.26	
Average length of stay (nights)		3.51	
Total Lodging Spending	N/A	\$ 932,244	\$ 932,244

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		1,165	
Average daily spending		\$ 34.76	
Average length of stay (days)		2.85	
Total Food & Beverage	\$ 62,220	\$ 115,244	\$ 177,464

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	4,705	1,165	1,165
Entertainment (Excluding Rodeo Tickets)		\$ 172.10	
Shopping/Merchandise	\$ 82.23	\$ 148.97	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 36.72	\$ 81.03	
Fuel for Personal or Rental Cars		\$ 18.17	
Total Non-Food Spending Per Person	\$ 118.95	\$ 420.27	\$ 539.22
Total Non-Food Spending	\$ 559,691	\$ 489,589	\$ 1,049,280

Team Spending	On-Grounds (Total Spending)	Off-Grounds	Total
Contest Teams	252	252	
Food for Cooking	\$ 460	\$ 12,955	
Supplies		\$ 4,826	
Tent, furniture and fixtures rental		\$ 13,255	
Catering	\$ 127	\$ 896	
Utilities	\$ 200	\$ 2,712	
Entertainment	\$ 194	\$ 6,285	
Private Security	\$ 172	\$ 2,984	
Wood	\$ 22	\$ 656	
Other		\$ 4,203	
Total Spending per Team	\$ 1,176	\$ 48,771	\$ 49,948
Team Spending	\$ 296,392	\$ 12,290,417	
Plus Performers for Large Team Tents		\$ 667,431	
Total Team Spending	\$ 296,392	\$ 12,957,848	\$ 13,254,240

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 932,244	\$ 932,244
Food & Beverage	\$ 62,220	\$ 115,244	\$ 177,464
Non-Food Spending	\$ 856,083	\$ 13,447,437	\$ 14,303,519
Total Direct Spending	\$ 918,303	\$ 14,494,924	\$ 15,413,227



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Wildlife Expo Exhibitors
Economic Activity**

Category: Wildlife Expo Exhibitors
Category Description: Exhibitors at the Wildlife Expo.

Number of People

Total Unique Registered Exhibitors	18
Average people per Exhibitor	1.92
Total Attendees	35
Total Attendees Surveyed	25
Total Surveyed as a % of Unique Entries	72.2%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	88.0%	30	30
Texas but outside Greater Houston	12.0%	4	4
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	35	35

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	30	5.9%	2
Visitors	4	0.0%	0
Total	35	5.2%	2

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	20.0%	0.4	\$ 600.00	4.00	1.00	1
RV/Camper	0.0%	-	\$ -	-	-	-
Friend's/Family's Home	80.0%	1.4	-	-	-	-
Peer-to-Peer	0.0%	-	\$ -	-	-	-
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	1.8	\$ 600.00	0.80	1.00	1
Paid Lodging Sub-Total		0	\$ 600.00	4.00	1.00	1

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		0	
Average nightly rate per person		\$ 600.00	
Average length of stay (nights)		4.00	
Total Lodging Spending	N/A	\$ 860	\$ 860

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors		4	
Average daily spending		\$ 33.33	
Average length of stay (days)		3.00	
Total Food & Beverage	\$ 6,010	\$ 415	\$ 6,426

Non-Food Spending	On-Grounds (All Attendees)	Off-Grounds (Visitors Only)	Total
Visitors	35	4	4
Entertainment (Excluding Rodeo Tickets)		\$ 80.00	
Shopping/Merchandise	\$ 259.60	\$ 200.00	
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ -	\$ -	
Fuel for Personal or Rental Cars		\$ 53.33	
Total Non-Food Spending Per Person	\$ 259.60	\$ 333.33	\$ 592.93
Total Non-Food Spending	\$ 8,986	\$ 1,385	\$ 10,371

Spending	On-Grounds	Off-Grounds	Total
Exhibitors	18	18	
Booth Supplies		\$ 231	
Labor		\$ 154	
Other	\$ -	\$ -	
Total Spending per Exhibitor	\$ -	\$ 385	\$ 385
Total Spending	\$ -	\$ 6,923	\$ 6,923

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging	N/A	\$ 860	\$ 860
Food & Beverage	\$ 6,010	\$ 415	\$ 6,426
Non-Food Spending	\$ 8,986	\$ 8,308	\$ 17,294
Total Direct Spending	\$ 14,996	\$ 9,583	\$ 24,580



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - Young Guns Participants
Economic Activity**

Category: Young Guns Participants

Category Description: Youth sporting clay competition hosted as part of the Rodeo's ranching and wildlife program. This category includes participants and others attending with them.

Number of People

Total Unique Registered Entries	539
Average party size (inclusive of entries)	3.54
Total Attendees	1,906
Total Attendees Surveyed	464
Total Surveyed as a % of Unique Entries	24.3%

Visitors

Attendee Origin	Percent of Attendees	Unique Attendees	Visitors
Greater Houston	40.5%	772	772
Texas but outside Greater Houston	59.5%	1,134	1,134
U.S. but outside Texas	0.0%	0	0
International	0.0%	0	0
Total	100.0%	1,906	1,906

Lodging

Origin	Visitors	% in Lodging in Greater Houston	Visitors in Lodging
Greater Houston	772	20.4%	158
Visitors	1,134	75.6%	857
Total	1,906	53.2%	1,015

Where Visitors Stay in Greater Houston	% in Each Lodging Type	# of Visitors in Lodging	Average Nightly Rate per Person	Average Nights	People per Room	Room Nights
Hotel/Motel	77.0%	782	\$ 42.37	1.73	2.67	507
RV/Camper	2.0%	21	\$ 21.25	3.00	4.00	16
Friend's/Family's Home	9.7%	98	\$ 0.58	-	-	-
Peer-to-Peer	11.2%	114	\$ 88.64	2.00	3.12	73
Other	0.0%	-	\$ -	-	-	-
Total	100.0%	1,015	\$ 47.65	1.67	2.75	595
Paid Lodging Sub-Total		916	\$ 47.65	1.79	2.75	595

Lodging	On-Grounds	Off-Grounds	Total
Visitors in Paid Lodging in Greater Houston		916	
Average nightly rate per person		\$ 47.65	
Average length of stay (nights)		1.79	
Total Lodging Spending	N/A	\$ 78,176	\$ 78,176

Daily Expenditures

Food & Beverage (Including Alcohol)	On-Grounds	Off-Grounds	Total
Visitors		1,134	
Average daily spending		\$ 37.81	
Average length of stay (days)		1.73	
Total Food & Beverage	N/A	\$ 74,298	\$ 74,298

Non-Food Spending	On-Grounds	Off-Grounds	Total
Visitors		1,134	1,134
Entertainment (Excluding Rodeo Tickets)	\$ 16.66		
Shopping/Merchandise	\$ 51.85		
Ground Transportation Expenses (Rental Car, Uber, Lyft)	\$ 1.86		
Fuel for Personal or Rental Cars	\$ 81.98		
Total Non-Food Spending Per Person		\$ 152.35	\$ 152.35
Total Non-Food Spending	N/A	\$ 172,736	\$ 172,736

Summary

Category	On-Grounds	Off-Grounds	Total
Lodging		\$ 78,176	\$ 78,176
Food & Beverage	N/A	\$ 74,298	\$ 74,298
Non-Food Spending		\$ 172,736	\$ 172,736
Total Direct Spending	N/A	\$ 325,210	\$ 325,210



**Houston Livestock Show and Rodeo
Economic Impact Study - 2024
Direct Impact - HLSR Expenditures**

HLSR Expenditures For Production and Presentation of the Rodeo

	Total (Activity)	Visitor Funded Portion (Impact)
Salaries	\$ 14,133,675	\$ 3,895,390
Rodeo production	\$ 11,174,449	\$ 3,079,796
Contract, insurance and professional services	\$ 23,958,976	\$ 6,603,347
Equipment and facility expenses	\$ 15,054,692	\$ 4,149,232
Repairs and maintenance	\$ 1,345,680	\$ 370,884
Food and beverage purchases not for resale	\$ 2,488,503	\$ 685,858
Printing, advertising, awards, badges and promotional items	\$ 11,221,038	\$ 3,092,637
Supplies and consumables	\$ 3,173,579	\$ 874,672
Shipping, licenses, fees, and other expenses	\$ 693,981	\$ 191,269
Total	\$ 83,244,574	\$ 22,943,085



2024 Houston Livestock Show and Rodeo™ Economic Impact Study Attachments

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