



# Packapalooza™ 2019

Intercept Survey & Impact Analysis – Highlights

# Event & Intercept Survey Metrics

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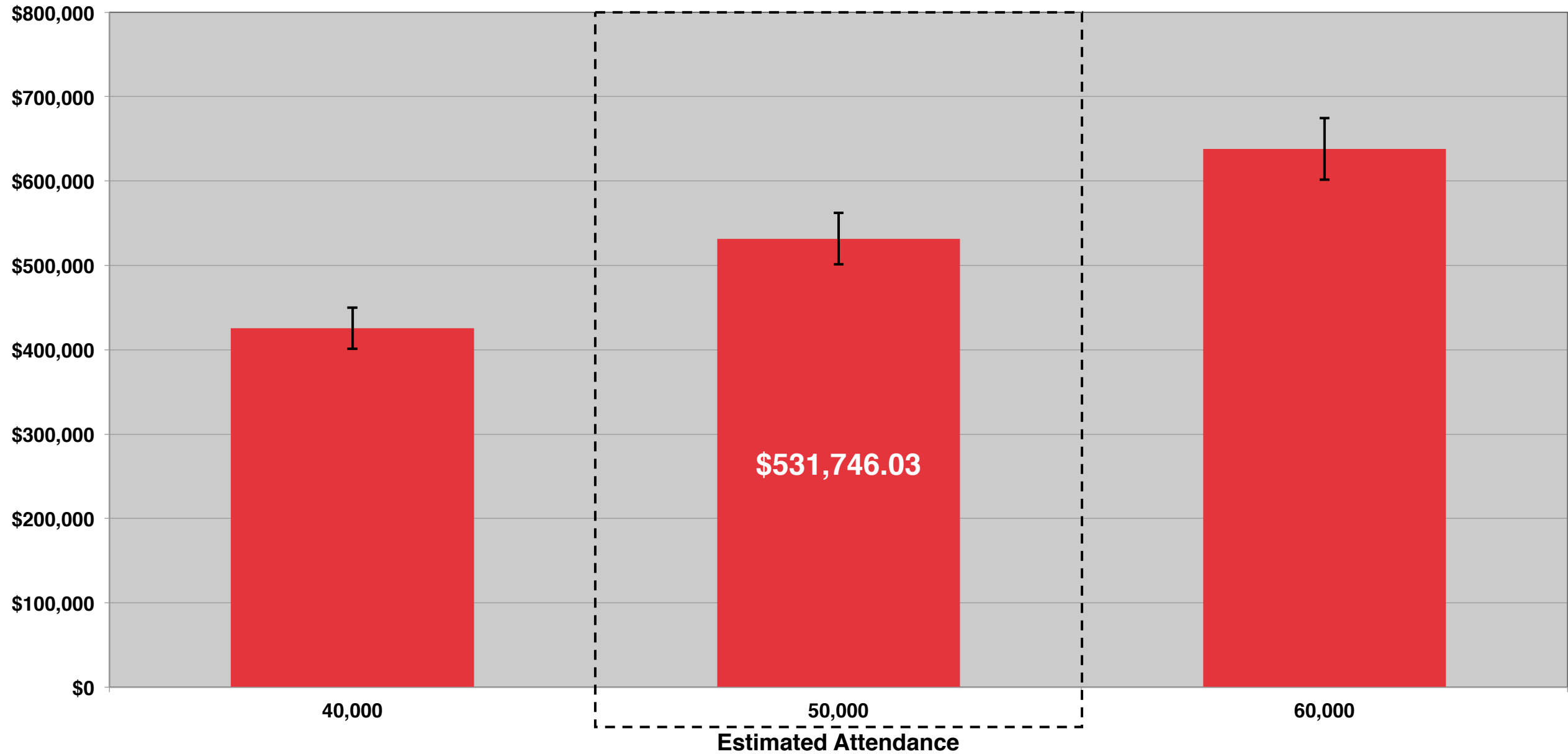
## Packapalooza 2019

- ◆ Daytime **attendance** was estimated at **50,000** people
- ◆ Valid **intercept surveys** collected: **1,326**
- ◆ **85.2%** of attendees indicated that they were “**18 to 24**”
- ◆ **71.9%** of attendees indicated that they were “**NCSU students**”
- ◆ **88.1%** of attendees indicated that they **live in Raleigh or Wake County**
- ◆ Avg. **time spent** at the event **3h 1m** ( $\pm 6m$ )
- ◆ Avg. **spending per adult** was **\$10.63** ( $\pm \$0.61$ )

## 2018

- ↓ **90,000**
- ↑ **643**
- ↑ **80.6%**
- ↓ **74.3%**
- ↓ **3h 39m**
- ↓ **\$11.38**

# Estimated Direct Spending



# Arrivalist Data



## Attendees observed (“visitors”):

- 1. Spent at least 30 minutes in the Packapalooza geofence*
- 2. Have traveled at least 50 miles from their home into Wake County where they spent at least 2 hours, returned to their home*
- 3. Do not repeat this behavior more than a few times a month*

- On average Packapalooza **visitors stayed** in Wake County for **1 day 12 hrs**
  - **Those who stayed within Wake County** spent an average of **2 days** in the county.
  - **Those who stayed outside the county** but attended the event spent **8 hours** in Wake on average.
- **70.4%** of event visitors spent the **majority of their trip in Wake County**
- **50.2%** of the devices attending Packapalooza **left the county that Saturday**
  - **18.7%** of the visitors **arrived the Friday before** the event
- Other device-visited geo-fenced locations during the weekend of the event: **Dorothea Dix Park (6.7%), Cameron Village (6.3%),** Crabtree Valley Mall (2.9%)
- **41%** of visitor arrivals came from **Greensboro/Winston-Salem/High Point DMA**, 23.7% from Charlotte, 11.9% from Greenville/New-Bern

# Why Should Merchants Participate?

- ◆ **71.9%** of attendees indicated that they were **NCSU students**
  - ◆ **2.6% NCSU faculty/staff** and **1.9% Meredith students**

- ◆ **20.3%** of attendees indicated that they **live within a 5-min. drive** of the event
  - ◆ **88.1%** of attendees indicated that they **live in Raleigh or Wake County**

- ◆ **32.0%** of attendees indicated that they **visit Hillsborough Street “Daily”**
  - ◆ **77.9%** of attendees indicated that they visit Hillsborough Street **“Daily” or “Weekly”**

**POTENTIAL  
REGULAR  
CUSTOMERS**

- ◆ **43.8%** of attendees indicated that this was the **first Packapalooza that they had attended**

- ◆ **22.9%** of attendees indicated a **reason for attending as “Merchants/Vendors”**
  - ◆ **4.5%** of attendees indicated a reason for attending as **“Parent of NCSU student”**

**IMPRESSION-  
ABLE**

- ◆ **54.8%** of attendees planned to or had already **visited a Hillsborough St. business** on the day of the event
  - ◆ **20.2%** were **“Uncertain”** and **25.0%** did **not plan to visit** a Hillsborough St. business

**CONVERTABLE**

**4 BUSINESS EXPOSURE / DIRECT MARKETING / CUSTOMER EXPERIENCE**