
NICHOLLS STATE UNIVERSITY & THE MANNING PASSING ACADEMY 2017 ECONOMIC IMPACT

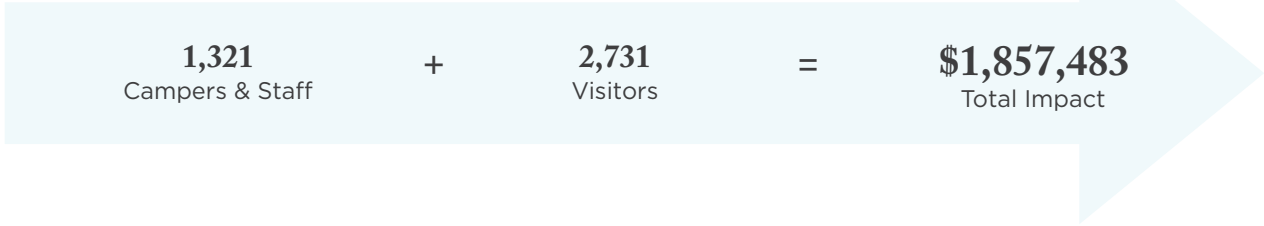


South Louisiana Economic Council
Assumption • Lafourche • St. Mary • Terrebonne

MANNING PASSING ACADEMY ECONOMIC EFFECT

The economic impact of the 2017, 4-day Manning Passing Academy (MPA) training camp held at Nicholls State University in Thibodaux was \$1,857,483. This includes \$941,244 in direct and indirect sales that contributed to \$345,376 in wages, and \$535,716 in value added by induced secondary spending, plus direct and indirect spending on MPA entertainment activities of \$35,147. Eighteen jobs were directly supported and 23 indirectly supported by the Academy.

THE ECONOMIC IMPACT



METHODOLOGY

Calculation of the economic impact of the Academy involved data collection and use of a tourism economic impact model. Data was gathered from the University, the Academy, and through distribution of a survey to campers. Of the total number of campers, 1,178, 352 campers, or 29.9% completed the survey. Those that responded indicated 769 family members or friends traveled with them to Thibodaux. This allowed us to estimate 2.185 visitors per camper, or 2,731 visitors including staff, staff guests, and other visitors.

Other data gleaned from the survey indicated 59% of campers drove to Thibodaux while 41% flew. Sixty-three percent stayed in Thibodaux, while 25% of visitors stayed in Houma and 12.5% stayed in New Orleans. Eleven percent indicated that family members would be sightseeing, visiting museums, or fishing, both in the Bayou Region and New Orleans. Campers represented most States, Canada, and Mexico.

CONCLUSIONS

Altogether, campers and visitors generated 5,284 visitor party nights (Table 1) resulting in \$781,691 in total spending (Table 2). Eighty-one (81%) of this spending was captured by the local economy yielding \$635,209 in direct sales to tourism-related firms (Table 3). These sales generated \$231,044 in direct personal income, \$344,657 direct value added

and supported 18 direct jobs. Every dollar of direct sales yielded 1.482 in total sales effects including indirect and induced effects. With multiplier effects tourist spending resulted in \$941,244 (Table 4) in total sales, \$345,376 in total personal income, \$535,716 total value added and supported 23 jobs.

TABLES

TABLE 1
NUMBER OF VISITOR PARTIES BY TYPE OF VISITOR

Type of Tourist	Number of Parties	Including Family	Nights Stayed	Total Party Nights
Overnight Camper at NSU	849	1,855	4	3,396
Day Camper Overnight	273	597	4	1,092
Day Camper Home	56	122	4	224
Instructors & Staff	135	149	4	540
Guests	8	9	4	32
Total Party Visit Days	1,321	2,731		5,284

TABLE 2

TOTAL TOURISM SPENDING BY LODGING SEGMENT

Category	Amount Spent
Motel, Hotel, NSU Dorm	\$251,694
Restaurants and Bars	\$168,737
Groceries, Take-Out Food/Drink	\$61,035
Gas and Oil	\$75,309
Other Vehicle Expenses	\$9,442
Airfare, Bus, Taxi	\$27,217
Admission and Fees	\$43,116
Clothing	\$41,115
Sporting Goods	\$6,679
Gambling	\$21,567
Souvenirs and Other Expenses	\$75,780
Total	\$781,691

TABLE 3

DIRECT ECONOMIC EFFECTS TOURISM

Category	Sales	Jobs	Income	Value Added
Motel, Hotel, NSU Dorm	\$251,693	7	\$80,415	\$122,197
Restaurants and Bars	\$168,737	5	\$57,252	\$79,745
Groceries, Take-Out Food/Drink	\$3,809	0	\$537	\$1,055
Gas and Oil	\$2,613	0	\$103	\$278
Other Vehicle Expenses	\$9,442	0	\$2,900	\$4,574
Airfare, Bus, Taxi	\$27,217	1	\$15,623	\$18,385
Admission and Fees	\$43,116	1	\$14,634	\$23,951
Clothing	\$859	0	\$181	\$214
Sporting Goods	\$181	0	\$42	\$80
Gambling	\$21,567	1	\$7,320	\$11,980
Souvenirs and Other Expenses	\$1,463	0	\$325	\$567
Retail Trade	\$89,520	3	\$45,664	\$71,330
Wholesale Trade	\$14,992	0	\$6,048	\$10,301
Total	\$635,209	18	\$231,044	\$344,657

TABLE 4

ECONOMIC IMPACTS ON REGIONAL ECONOMY FROM TOURISM

Economic Measure	Direct Effects	Multitplier	Total Effects
Output/Sales	\$635,209	1.482	\$941,244
Entertainment Sales	\$23,716	1.482	\$35,147
Personal Income	\$231,044	1.495	\$345,376
Total Value Added	\$344,657	1.554	\$535,716
Total Impact			\$1,857,483
Jobs	18	1.271	23
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Total Visitor Spending	\$781,691		
Capture Rate	81%		
Effective Spending Multiplier	1.2		