

RRC has extensive experience conducting research programs for special events in a variety of destination settings. Typically the goal of the studies is to provide a wide array of information concerning various aspects of the events, including the level and volume of “draw” of each event in attracting visitors to the destination, along with an analysis of the resultant economic impact, usually measured in R.O.I. (Return on Investment). In addition, tracking of visitor demographic and spending characteristics, measurement of satisfaction and the strengths/weaknesses of special event programming, as well as advertising awareness/effectiveness, are often tracked. Actionable suggestions for improving each event are provided. Surveys of visitors and of target markets are conducted using intercept, mailback, telephone, and Internet survey techniques.

Some of our clients include:

- Vail Special Events Series
- Boulder Downtown Visitor Survey
- Hot August Nights, Reno, Nevada
- Telluride Festival Season, Telluride, Colorado
- Park Silly Sunday Market, Park City, Utah
- Triple Crown Sports Tournaments, Steamboat Springs, Colorado
- Independence Day Celebration, Breckenridge, Colorado
- National Championship Air Races, Reno, Nevada
- Downtown Boulder Events, Boulder, Colorado
- Reno-Tahoe Open PGA Golf Tournament, Reno, Nevada
- The Great Reno Balloon Race, Reno, Nevada
- Steamboat Marathon, Half Marathon and 10K Run & Walk

Steamboat Marathon



Downtown Boulder Summer Visitor Survey



Steamboat Springs Special Events



Telluride Festival Season



Street Vibrations—Reno, Nevada



Park Silly Sunday Market



Reno Rodeo | Steamboat Springs Pro Rodeo Series



Breckenridge Fourth of July

