



Events Research

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, often most importantly the economic impact and ROI of the events. In addition, our research typically evaluates visitor demographic and trip characteristics, measurement of satisfaction and the strengths/weaknesses of special event programming, and sources of awareness/information. Surveys of attendees are typically conducted using intercept and/or online research techniques.

Examples of RRC Events Research Include:

- Aspen Chamber Resort Association (4th of July, Arts Festival, etc.)
- Aspen X Games
- Breckenridge Tourism Office (Independence Day, Oktoberfest, etc.)
- Burton US Open, Vail
- City of Denver Office of Special Events
- Downtown Boulder Inc. (special events, Ironman, etc.)
- Music in the Mountains, Durango
- North Lake Tahoe Special Events
- Park City Chamber - special events series
- Reno-Sparks Convention & Visitors Authority
- Telluride Festival Season
- Town of Vail - special events series
- Triple Crown Sports Tournaments, Steamboat Springs
- Visit Bend & Bend Old Mill District - special events evaluation
- Visit Denver (Cherry Creek Arts Festival, Taste of Colorado, etc.)



Telluride Festival Season



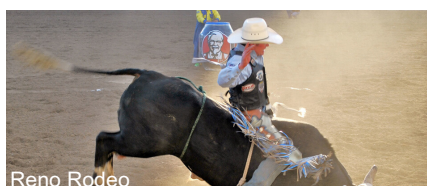
Band on the Bricks, Boulder



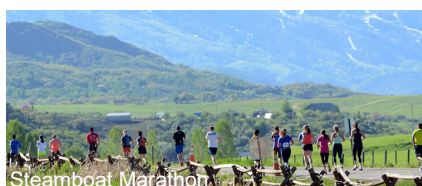
Breckenridge Fourth of July



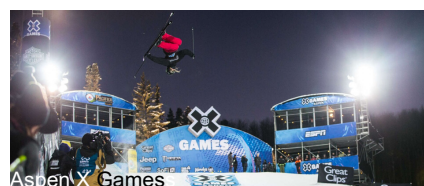
Vail Special Events



Reno Rodeo



Steamboat Marathon



Aspen X Games