



Special Events Surveys

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 tracking of visitor demographic characteristics, spending characteristics, measurement of satisfaction and strengths/weaknesses of special event programming, advertising awareness/effectiveness, and other areas of interest. In addition, the level and volume of “draw” of each event in attracting visitors to the destination, along with an analysis of the resultant economic impact of each event in terms of generating benefit to the local community, is also a key component of the studies. 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:

- 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
- Lake Tahoe Summer Music Festival, North Lake Tahoe, CA-NV
- Snowfest, North Lake Tahoe, CA-NV
- Reno-Tahoe Open PGA Golf Tournament, Reno, Nevada
- The Great Reno Balloon Race, Reno, Nevada
- Hot Air Balloon Rodeo and Art in the Park, Steamboat Springs, Colorado
- Reno Grand Prix, Reno, Nevada
- Fremont Street Experience, Las Vegas, Nevada
- Hilton Summer Concert Series, Reno, Nevada
- World’s Championship Chili Cook-off, Reno, Nevada
- Holiday Festival on Ice, Reno, Nevada
- Steamboat Marathon, Half Marathon and 10K Run & Walk
- Estes Park Summer Visitor Research



Downtown Boulder Summer Visitor Survey



Steamboat Marathon



Telluride Festival Season



Steamboat Springs Special Events



Park Silly Sunday Market



Street Vibrations—Reno, Nevada



Reno-Tahoe PGA Open



Estes Park Summer Visitor Research



Reno Rodeo | Steamboat Springs Pro Rodeo Series



Breckenridge Fourth of July

