

First Annual Ride-A-Thon 2006 Visitor Analysis Report



On October 6 - 8, 2006, the First Annual Knott County Ride-A-Thon was held. During the three day event, two surveys were conducted by We Make Things Happen (WMTH) Corporation. The first survey was an analysis of the vehicle license plates of those in attendance. The second survey was a questionnaire distributed Saturday afternoon which asked seven questions. The results are as follows. . .

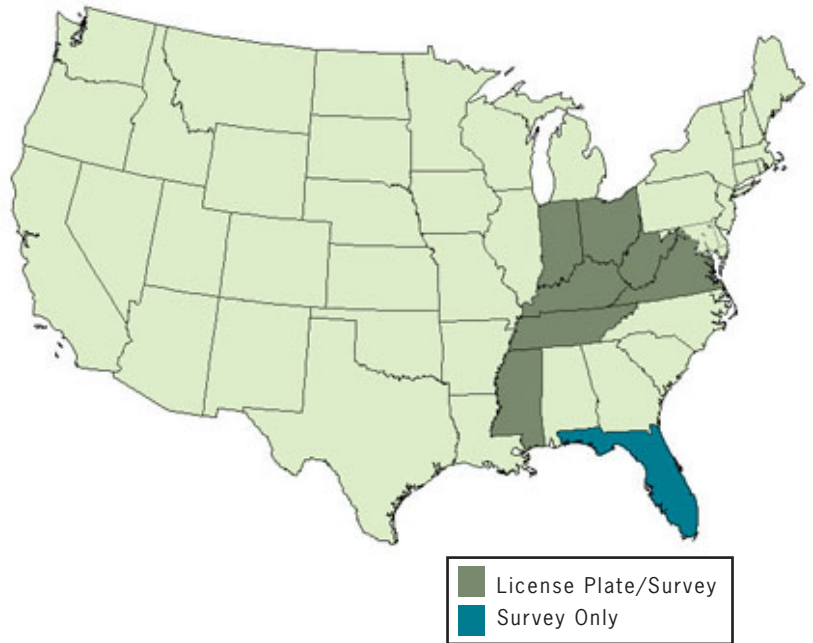
Where in the United States did visitors come from?



One hundred and seventy-two cars/trucks were counted between 9 am and 12 Noon on Saturday and approximately 100 horse trailers. Of those, 9 had license plates from Virginia, 2 from Indiana and 1 each from Tennessee, Ohio, West Virginia, Mississippi with the remainder coming from Kentucky.

If there was, on average three people per car and four horses per trailer, one can estimate that there were close to 500 people in attendance and 400 horses at the event. Keep in mind, this only takes into account those who were at the event Saturday morning from 9 am - 12 N.

A number of people came either Friday night for the Governor's presentation or Saturday for music. This could easily increase these numbers to be somewhere closer to 600 people in attendance.



Visitors from Virginia, West Virginia, Tennessee, Indiana, Ohio, Mississippi, Kentucky and Florida completed a questionnaire.

QUESTIONNAIRE:

1) Where in Kentucky did visitors come from?

Seventy-five people filled out a questionnaire. Here are their responses.



COUNTIES: Perry, Franklin, Carter, Harrison, Floyd, Leslie, Pike, Marion, Bracken, Rowan, Magoffin, Knott, Letcher. **COMMUNITIES:** Ary (2), Bulan (2), Emmelena, Frankfort, Garner (5), Grayson, Harold, Hazard (16), Hi Hat, Hindman (7), Hyden (2), Kimper, Lebanon, Leburn (3), Litler, Melvin (2), Millsfoure, Morehead, Pikeville, Salyersville, Talcum (4), Viper (2), Whitesburg (4), Willard.

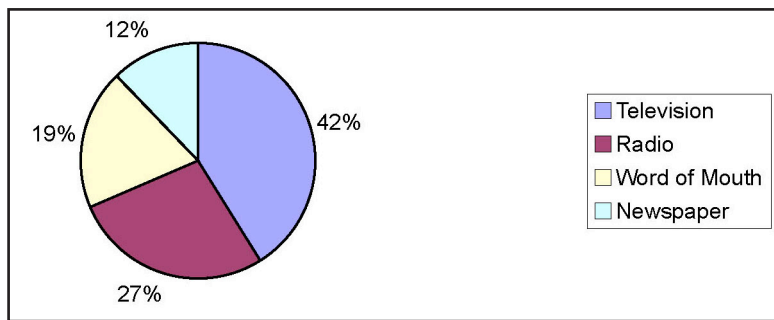
QUESTIONNAIRE (continued)



2) How did you hear about the event?

Television reached the greatest number of people.

Thirty people responded they saw an ad for the event on television, twenty heard about it on the radio, fourteen heard from word of mouth and nine read about it in the newspaper.

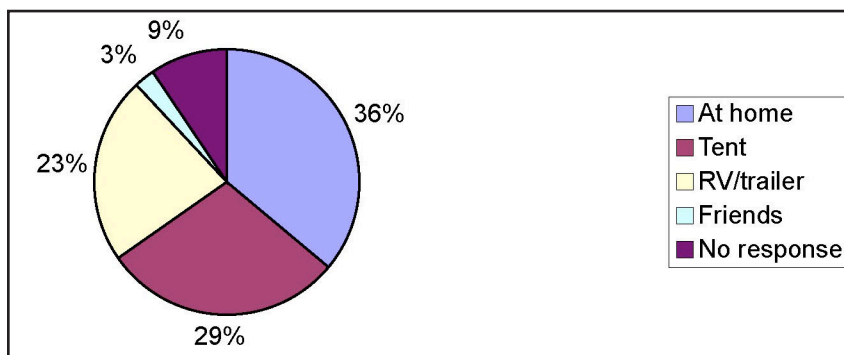


3) How many in your group?

The groups varied in size from 2 to as large as 25 with the average being between six to seven.

4) Where are you staying?

Over 50% of those attending either spent the night in a tent, RV or trailer.



Of the seventy-two people who responded to this question, 27 lived close by and therefore spent the night at home. 22 camped out in a tent. 17 camped out in an RV or trailer. 2 spent the night with friends and 7 did not say.

QUESTIONNAIRE Continued



5) How many days will be you staying in the area?

The average person stayed 2.5 days in the area.

6) How much do you anticipate spending on food, lodging and gas while in the area?

On average, people anticipated spending \$139.73 during the event.

Fifty-two people responded to this question. The amount of money varied from \$20 for someone living in the area to \$300 for people visiting from out of town. Two people reported spending in excess of \$600.

7) What would you like added to the event or offerings next time?

Overall, everyone loved the event! A few suggestions/recommendations for next year:

TOP THREE SUGGESTIONS/RECOMMENDATIONS:

Electric for the Campsites (7)

Riding Ring (5)

Tie Ups or Hitching Posts for Horses (food booths and campsites) (5)

Others included:

running water (2)

more tack sales and commercial booths (2)

bathhouses (restrooms and showers) (2)

wagon trail ride as an added event (2)

band shell for dancing and platform for dancing (2)

more food booths

stalls for the horses

not hold it at the same time as Boonville's event

shade for the horses

maps of the trails

some event or activities to entertain children

ATV trail rides

wagon rides

horseback riding for kids

less mud and more gravel

more firewood

advertise more

great the way it was

loved it

do it again soon

