

**IMPACT OF WILDLIFE WATCHING
ON THE MCALLEN AREA**

Number of jobs created by wildlife watching-

77,190 (49.8% of 155,000 visitors X 4 days (assuming 1.8 days of the 5.8 day average* spent elsewhere in the Valley) = 308,760 days divided by 365 = 846 per day X 1.3474** = **1,140 jobs created or retained** in the McAllen area by wildlife watching

Local hotel tax generated-

61,752 (estimated 80% who stay in McAllen hotels) X 4 nights divided by 1.75 persons per room X \$64.47*** average Average Daily Rate X 7% = **\$636,984** annually

Sales tax generated

77,190 X \$384* X 8.25% = **\$2,445,379**

Amount invested into the local economy-

77,190 X \$384* = **\$29,640,960**

Local Economic Impact

\$29,640,960 X 1.6 (McAllen multiplier) = **\$47,425,536**

* Santa Ana NWR statistics gathered 2002

** US Chamber of Commerce statistical data

*** from Texas Hotel Performance Factbook, year end 1998

**ESTIMATED IMPACT OF TEXAS TROPICS NATURE
FESTIVAL
ON THE MCALLEN AREA**

Short term

Festival attendees, 300 from out of Valley, 5 days @ \$100 day (\$150,000)+
1800 from Valley (outside of McAllen), 2 days @
\$50/day (\$180,000)+ 2900 x \$3 (\$8700)= \$488,700
X 1.6 McAllen multiplier=\$781,920 economic impact

Long term

Winter Texans who will lengthen their stays in McAllen in order to attend the festival

Wildlife watchers who ordinarily would have stayed in other Valley cities when visiting but who now will stay in McAllen because of the increased name awareness and the feeling that McAllen is more "nature friendly"

Vacationers and business travelers who will extend their stays because of new awareness of added natural attractions

Wildlife watchers who will visit the area sooner than originally planned (or will visit more often) because of increased desire created by increased awareness of natural attractions

