



WeatherTech®
Raceway
LAGUNA SECA

2018 Major Race Season

Attendee Survey Results



2018 Major Race Season: WeatherTech Raceway Laguna Seca

Attendee Survey Results

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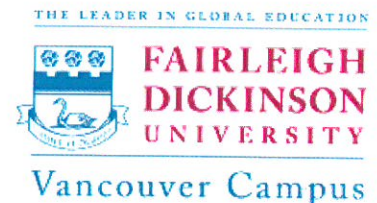
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MONTEREY BAY
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Press Release

Major Race Season at WeatherTech Raceway Laguna Seca contributed over \$84M to Monterey County economy in 2018

WeatherTech Raceway Laguna Seca contributed more than \$84 million to the Monterey County economy in 2018, according to a study by California State University Monterey Bay (CSUMB) and Fairleigh Dickinson University (FDU) researchers.

The seven-race major event season in 2018 contributed \$84.4 million to the county's economy through spending by visitors and produced \$6.5 million in state and local taxes, according to the study commissioned by Weathertech Raceway Laguna Seca.

The study was conducted by Dr. Roberta Atzori, Dr. John Avella, and Dr. Angel Gonzalez of CSUMB's College of Business and Dr. Jarrett Bachman of FDU's International School of Hospitality & Tourism Management, with help from students in the Sustainable Hospitality Management program at CSUMB.

Surveys were randomly administered to attendees during all race days throughout the major race season. A total of 2,062 surveys were collected in the study.

The events included in the study were:

- Ferrari Challenge (May 4-6)
- Spring Classic Showcasing Nitro Revival (May 18-20)
- FIM Superbike World Championship (June 22-24)
- Rolex Monterey Motorsports Reunion (August 23-26)
- Continental Tire Monterey Grand Prix Featuring America's Tire 250 (September 7-9)
- Porsche Rennsport Reunion VI (September 27-30)
- California 8 Hours presented by Pirelli World Challenge (October 26-28).

According to Weathertech Raceway Laguna Seca, the total attendance was 263,888. 79.0 percent of attendees came from outside Monterey County. Across the seven events, attending the race was the primary reason for visiting the area for 90.2% of visitors.

The direct economic spending included \$15.05 million in lodging, incorporating 48,664 room nights in Monterey County; \$22.32 million was spent on food and dining; \$7.63 million on transportation; and \$39.44 million on retail, entertainment (including race ticket sales), and other expenses. These numbers include spending from attendees who live outside of Monterey County only.

For the event season, \$2.33 million was produced in Monterey County taxes, including \$1.58 million in Transient Occupancy Tax (TOT). An additional \$4.18 million was produced in California state tax. The total direct spending figure of \$84.4 million represents nearly one-third of the direct spending produced annually by the Monterey Bay Aquarium according to 2013 data and is roughly 5.5 times the spending produced annually by the Big Sur Marathon (according to 2011 data).

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Introduction

WeatherTech Raceway Laguna Seca

The Monterey Peninsula's love affair with world-class racing traces its beginnings to the inaugural running of the Pebble Beach Road Races in 1950. Those sports car events quickly outgrew the public roads of the Del Monte Forest and to continue serving the rising popularity of motor racing, a beautiful new road racing facility—Laguna Seca Raceway—was established on November 9, 1957.

The original Laguna Seca Raceway was built at a cost of \$1.5 million raised from local businesses and individuals on part of the US Army's Fort Ord (a maneuver area and field artillery target range), and was later deeded in 1974 to the Monterey County Parks Department. The Laguna Seca Recreation Area, which is comprised of WeatherTech Raceway Laguna Seca, shooting range and campgrounds, is owned by the County of Monterey and jointly managed by the County and the Sports Car Racing Association of the Monterey Peninsula.

Through the years, the scenic facility has hosted many international events that have attracted visitors from around the world, such as Can-Am, Trans-Am, Formula 5000, IMSA, IndyCar, American Le Mans Series, Superbike World Championship and MotoGP motorcycle races, as well as the Rolex Monterey Motorsports Reunion.

The track itself has undergone significant changes over the past two decades to meet evolving safety homologation requirements. Changes include the addition of the infield in 1988 (present day turns 3, 4 and 5) extending the track from its original 1.9-mile length to its current 2.238-mile length, plus the relocation of pedestrian bridges and embankments, and the expansion of gravel pits for additional runoff.

Perhaps one of the most famous moments in motorsports lore took place at the Corkscrew when Alex Zanardi passed Bryan Herta on the *inside* of the Corkscrew on the last lap of the 1996 CART race to take the victory.

WeatherTech Raceway Laguna Seca continues to be recognized as one of the top ten traditional road courses in the world.

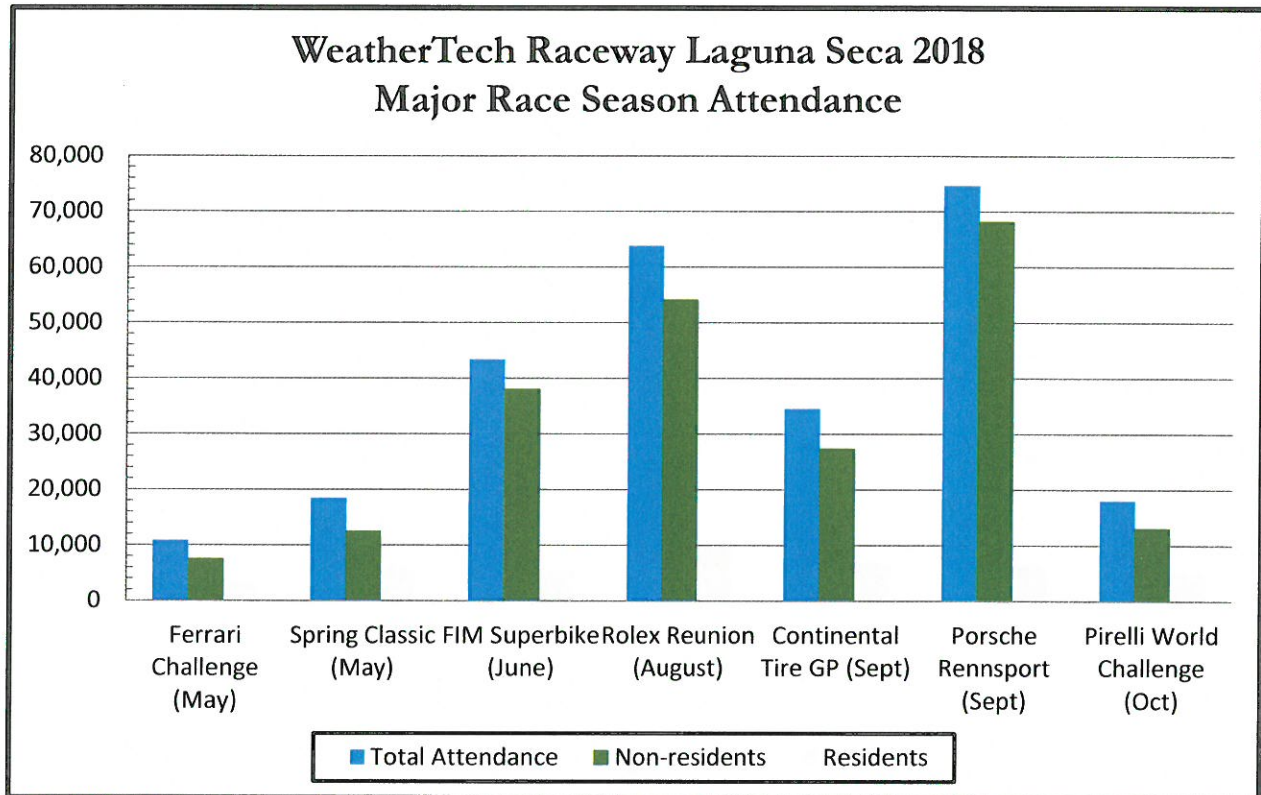
Survey Procedure

Attendance was reported by WeatherTech Raceway Laguna Seca. Survey research was conducted by randomly intercepting attendees at each day of each event. The research team was split over the entire event area to ensure that attendees in all locations had representation. A total of 2,062 usable surveys were returned across all events. Throughout this report, segmentation and aggregation of data will be presented as appropriate.

Attendance Figures

For the major race season, the total number of attendees was 263,888 (234,942 in 2015 in five races). The Superbike, Reunion & Rennsport events had the highest attendance figures with over 40,000 for each event. The total non-resident attendance was 221,094 (193,224 in 2015) and the total resident attendance was 42,793 (41,718 in 2015). This indicates a total non-resident percentage of 79.0%. The lowest percentage of non-residents was the Spring Classic Showcasing Nitro Revival event with 68.1%. The Porsche Rennsport VI event was highest at 91.4%. After accounting for multi-day attendees, the total number of unique non-residents and residents was calculated. The total unique non-resident attendance for the major race season was 107,869 (85,438 in 2015).

Race	Total Attendance	Non-residents	Residents	Non-resident Percentage	Unique Non-residents	Unique Residents
Ferrari Challenge (May)	10,866	7,531	3,335	69.3%	4,491	2,381
Spring Classic (May)	18,437	12,555	5,882	68.1%	7,274	4,063
FIM Superbike (June)	43,417	38,094	5,322	87.7%	16,096	2,844
Rolex Reunion (August)	63,914	54,183	9,731	84.8%	26,609	5,551
Continental Tire GP (Sept)	34,584	27,399	7,185	79.2%	13,456	4,099
Porsche Rennsport (Sept)	74,626	68,229	6,397	91.4%	33,508	3,649
Pirelli World Challenge (Oct)	18,044	13,103	4,941	72.6%	6,435	2,818
Totals/Average	263,888	221,094	42,793	79.0%	107,869	25,405



Non-Resident Attendee Demographics

Within the non-resident attendee group, demographic information was collected to determine who the typical attendee is for each race. The average age across all five major races was 47.5 (47.6 in 2015). The Spring Classic event had the oldest average at 53.2, followed by Reunion at 51.7 and Rennsport at 50.7. The other four races had a much lower average age (41.3-46.6).

Across all major races, most attendees were repeat customers. Survey respondents were asked if they had attended any races at WeatherTech Raceway Laguna Seca before the one they were currently attending. Across all seven major races, only 32% were experiencing their first race at the track (31% in 2015). Pirelli had the highest first-time percentage at 45.5% (similar to 2015). The other three races were significantly lower (17.6%-36.3%).

Non-residents were also asked to indicate from Strongly Disagree to Strongly Agree on a 5-point scale if they were planning on attending the particular race they were attending next year (Note: For Rennsport, they were asked if they will attend the next time the Rennsport event was conducted since it is not an annual event). Across all seven major races, 81.1% respondents chose “Agree” or “Strongly Agree” (79.3% in 2015). This indicates that the vast majority of attendees plan to come back again next year. WeatherTech Raceway Laguna Seca has a large core group of attendees that are loyal to the track and the races conducted there. The event with the highest percentage was Reunion with 92.4%. No race had a percentage less than 73.3%.

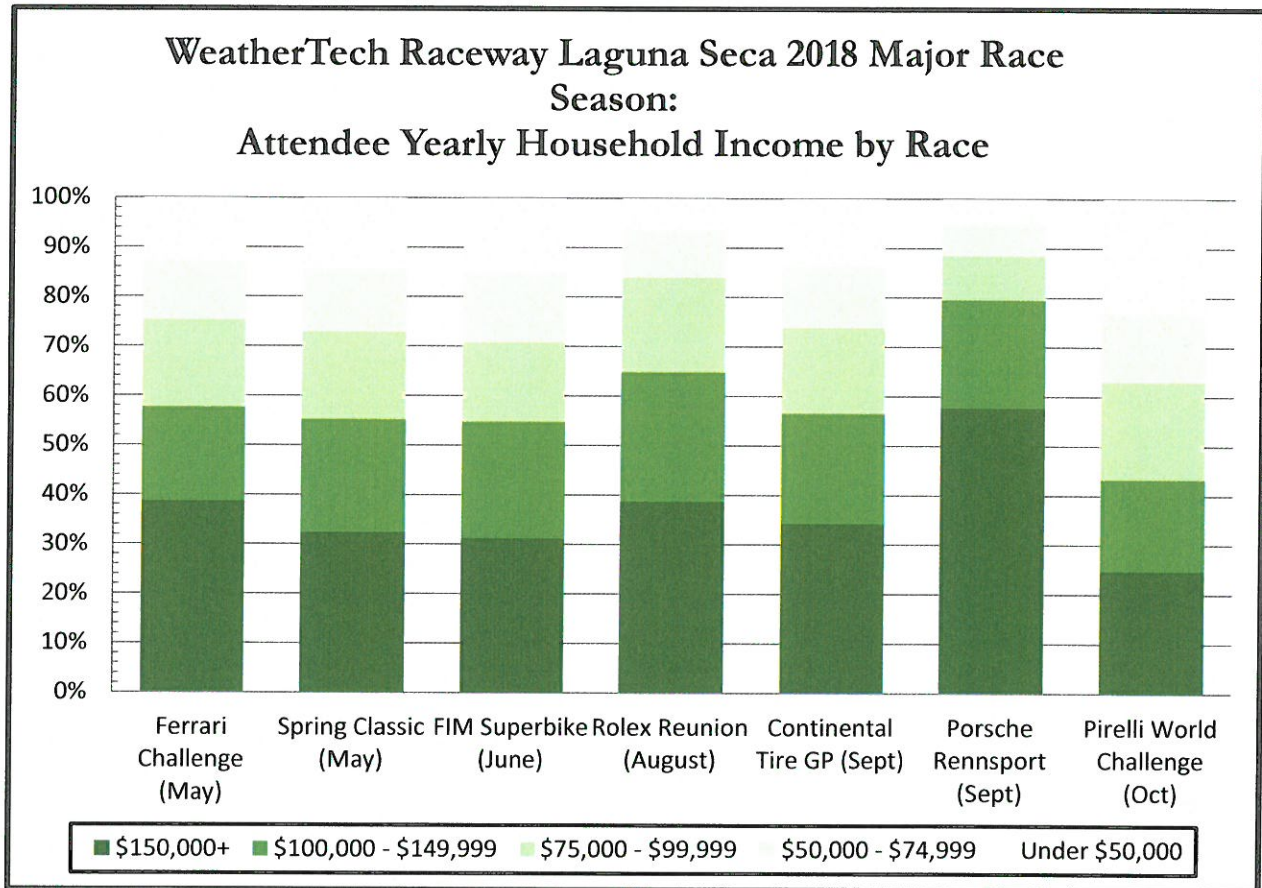
Race	Average Age	First year attending any race at Laguna Seca	Planning on attending this race next year*	More likely to visit Monterey County at a different time of year as a result of their experience at the race*
Ferrari Challenge (May)	42.5	34.6%	74.8%	83.0%
Spring Classic (May)	53.2	36.3%	78.8%	78.8%
FIM Superbike (June)	46.6	24.5%	83.4%	78.0%
Rolex Reunion (August)	51.7	17.6%	92.4%	75.4%
Continental Tire GP (Sept)	46.4	32.8%	83.4%	77.2%
Porsche Rennsport (Sept)	50.7	31.3%	82.0%	77.5%
Pirelli World Challenge (Oct)	41.3	45.5%	73.3%	73.3%
Totals / Average	47.5	31.8%	81.1%	77.6%

*Percentage reflected includes respondents indicating “Agree” or “Strongly Agree” to question

Often, events have an impact to their local community far beyond the time in which the event takes place. In order to assess this for all seven major races, respondents were asked to indicate from Strongly Disagree to Strongly Agree on a 5-point scale if they were more likely to visit Monterey County at a different time of the year as a result of their experience at the race. Across all seven major races, 77.6% chose “Agree” or “Strongly Agree” (73.0% in 2015). No race had a percentage lower than 73.3%. This indicates that the major races at WeatherTech Raceway Laguna Seca act as a positive promoter of Monterey County as a destination and cause repeat visitation to Monterey County beyond the races themselves. This effect is even stronger in 2018 than in 2015.

Race / Yearly Household Income	\$150,000+	\$100,000 - \$149,999	\$75,000 - \$99,999	\$50,000 - \$74,999	Under \$50,000
Ferrari Challenge (May)	38.6%	19.0%	17.6%	11.8%	13.0%
Spring Classic (May)	32.3%	22.9%	17.7%	12.5%	14.6%
FIM Superbike (June)	31.1%	23.6%	16.1%	13.9%	15.3%
Rolex Reunion (August)	38.6%	26.2%	19.1%	9.4%	6.7%
Continental Tire GP (Sept)	34.2%	22.3%	17.3%	12.3%	13.9%
Porsche Rennsport (Sept)	57.6%	21.9%	8.9%	6.3%	5.3%
Pirelli World Challenge (Oct)	24.7%	18.6%	19.7%	13.6%	23.4%

Finally, attendees were asked to indicate their yearly household income. The average attendee at the major races at WeatherTech Raceway Laguna Seca has a high yearly household income. For each race, the percentage of attendees with a yearly household income of at least \$100,000 is quite high. The highest was the Rennsport event with 79.5% of attendees having a yearly household income \$100,000+; 57.6% were over \$150,000+. The other events had the following percentage of attendees with a yearly household income of \$100,000+: Ferrari Challenge (57.6%), Spring Classic (55.2%), Superbike (54.7%), Reunion (64.8%), Continental Tire GP (56.5%), and Pirelli (43.3%). As a whole, these figures are an increase over the 2015 study, particularly regarding Rennsport.



Race-by-Race Attendance

In examining many factors and characteristics of attendees for this section and subsequent sections, segments will be broken out by resident vs. non-resident attendees. Furthermore, non-resident attendees will be split into those who stayed in Monterey County lodging during their trip and those who did not. The reason for this split is due to the fundamental difference between these two types of non-resident attendees and the financial difference in their trip spending (see pg. 14 for more).

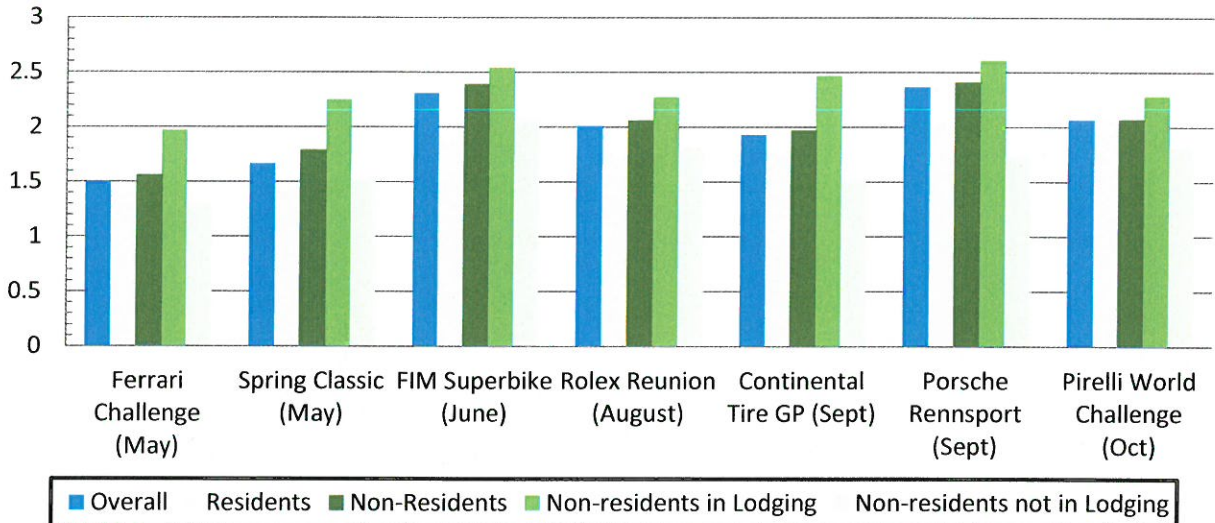
It is also important to note that 54.1% of non-resident attendees across all races did indeed stay in Monterey County lodging (56.7% in 2015). This figure varied widely across events, much more so than in 2015. Lower percentages were seen at the Ferrari Challenge (38.2%) and Spring Classic (37.1%) events. Events with the highest percentages were Rennsport at 76.7% (74.0% in 2015) and Superbike at 68.4% (51.9% in 2015). Both showed increases over 2015, which led to increases in economic impact for both events.

When splitting non-residents based on lodging, those non-residents staying in Monterey County lodging attended significantly more days as a race season (2.34 vs. 1.68; 2.39 vs. 2.09 in 2015). On an individual race level, this phenomenon was found in every race.

Overall, guests attended 1.98 days of each race weekend (2.15 in 2015). Attendees at the Superbike and Rennsport events attended the greatest number of days on average (2.31 and 2.37 respectively). These were also the two highest events in 2015. The lowest were Ferrari Challenge (1.50) and Spring Classic (1.67). Very clearly, non-residents attended more race days than residents by a wide margin. This is true on an individual race level and as a major race season as a whole (2.04 vs. 1.77).

Race / Event Days Attended	Overall	Residents	Non-Residents	Non-residents in Monterey County Lodging	Non-residents <u>not</u> in Monterey County Lodging	Non-resident Monterey County Lodging Percent
Ferrari Challenge (May)	1.50	1.40	1.56	1.97	1.30	38.2%
Spring Classic (May)	1.67	1.45	1.79	2.25	1.52	37.1%
FIM Superbike (June)	2.31	1.87	2.39	2.54	2.06	68.4%
Rolex Reunion (August)	2.01	1.75	2.06	2.27	1.81	55.0%
Continental Tire GP (Sept)	1.93	1.78	1.97	2.47	1.52	47.9%
Porsche Rennsport (Sept)	2.37	2.04	2.41	2.61	1.73	76.7%
Pirelli World Challenge (Oct)	2.07	2.07	2.07	2.28	1.81	55.1%
Average	1.98	1.77	2.04	2.34	1.68	54.1%

WeatherTech Raceway Laguna Seca 2018 Major Race Season: Event Days Attended



Group Characteristics

Group size for the attendees of all seven races was generally similar across races with an average of 2.88 people per group (2.91 in 2015). Smaller average groups were seen at Ferrari Challenge (2.75), Spring Classic (2.56), and Reunion (2.56). Larger groups were seen at Superbike (3.01), Continental Tire (3.10), Rennsport (3.16), and Pirelli WC (3.00). When segmenting attendees, differences also emerge on a race-by-race basis.

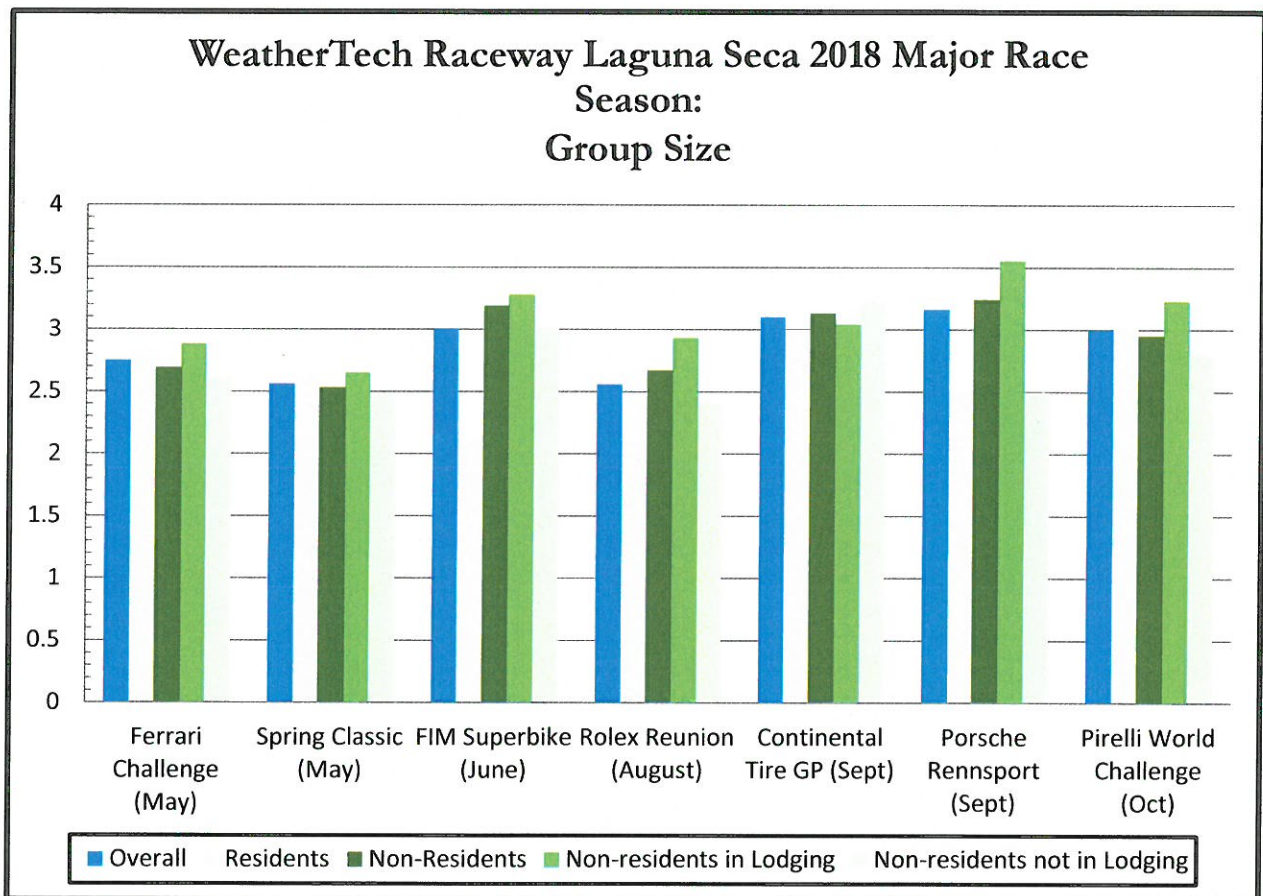
Race / Group Size	Overall	Residents	Non-Residents	Non-residents in Lodging	Non-residents not in Lodging	Non-resident family groups
Ferrari Challenge (May)	2.75	2.89	2.69	2.88	2.59	23.1%
Spring Classic (May)	2.56	2.63	2.53	2.65	2.47	12.4%
FIM Superbike (June)	3.01	2.12	3.19	3.28	3.01	17.5%
Rolex Reunion (August)	2.56	2.10	2.67	2.93	2.40	15.0%
Continental Tire GP (Sept)	3.10	3.00	3.13	3.04	3.22	16.6%
Porsche Rennsport (Sept)	3.16	2.51	3.24	3.55	2.50	9.3%
Pirelli World Challenge (Oct)	3.00	3.02	2.95	3.23	2.80	23.8%
Average	2.88	2.61	2.91	3.08	2.71	16.8%

Residents and non-residents were different (2.61 vs. 2.91) when averaged across all seven events. However, resident groups were bigger at the Ferrari Challenge (2.89 vs. 2.69), Spring Classic (2.63 vs. 2.53), and Pirelli WC (3.02 vs. 2.95). However, for the other four events, non-residents attended in bigger groups. This may be a time-of-year effect, as the summer events (June – September) had larger non-resident groups. As a whole, the non-resident group size average of 2.91

is much higher than the average group size for all Monterey County visitors calculated in 2017 by Dean Runyon & Associates (2.3).

When examining non-residents in County lodging vs. those who did not stay in County lodging, non-residents who did stay in County lodging came in bigger groups in every race except Superbike. This difference was most prominent at Rennsport (3.08 vs. 2.71). Similar figures were found in 2015.

Concerning families at major races, the average percentage of groups across all seven races classified as family groups (at least one person under the age of 18) was very low at 16.8% (13.4% in 2015). The Rennsport event (9.3% family groups) was significantly lower than the other six races (12.4% - 23.8%) as was similarly seen in 2015.

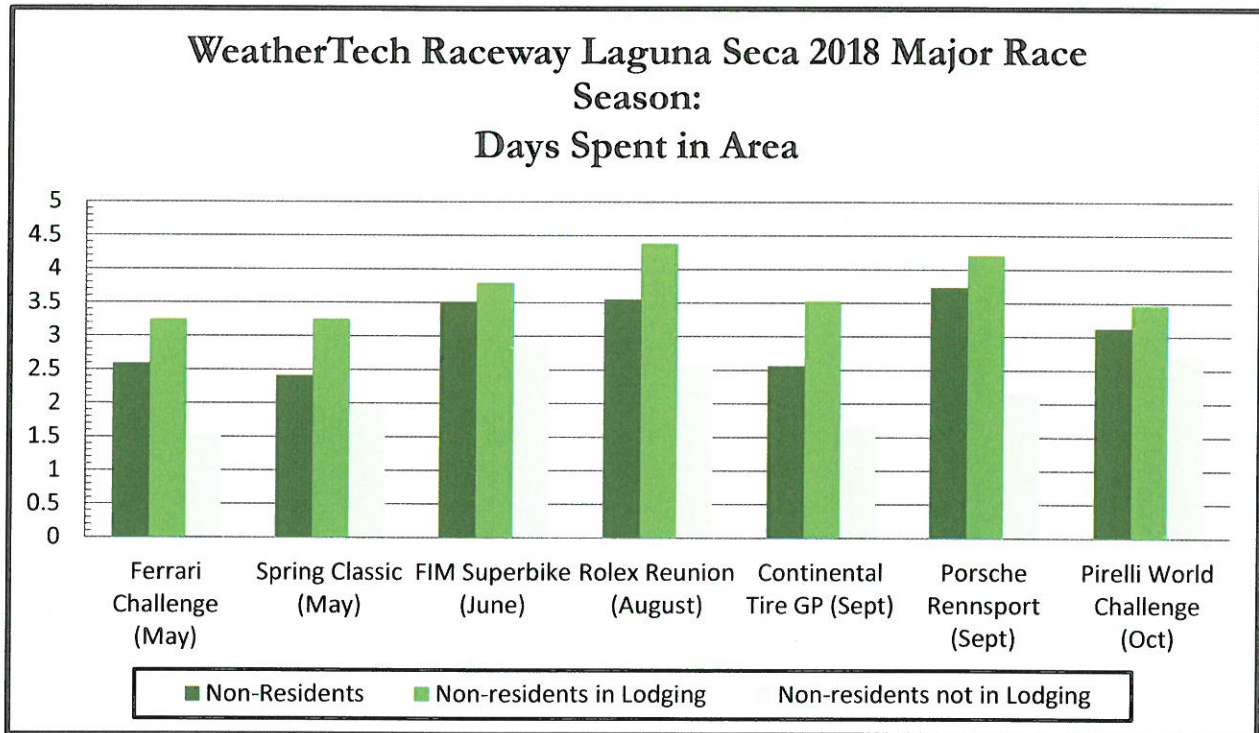


Non-Resident Days in Area

In examining the length of trip to Monterey County for non-residents, differences across races did occur. As a whole, non-residents spent more days in Monterey County for the Superbike, Reunion, and Rennsport events (3.51, 3.55, and 3.73 days). The Pirelli WC event was close to average at 3.12 days. The Ferrari Challenge, Spring Classic, and Continental Tire events were significantly lower at 2.59, 2.41, and 2.56 days respectively.

When splitting non-residents into those staying in Monterey County lodging versus those who did not, a major difference can be seen. Those non-residents who stayed in County lodging stayed in Monterey County for 1.50 more days than those who did not (3.70 vs. 2.20). This gap was 1.40 days in 2015.

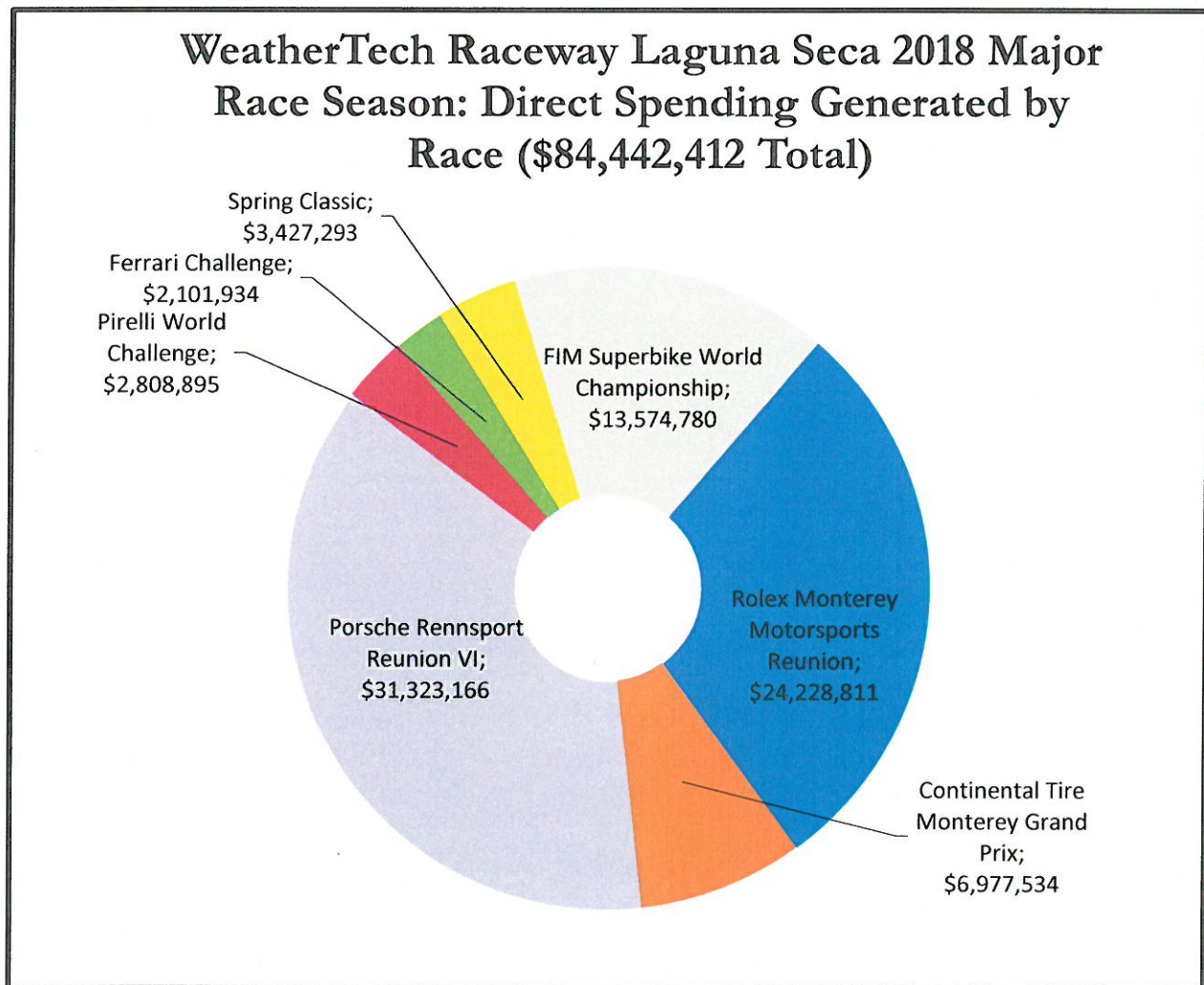
Race / Days spent in Area	Non-Residents Overall	Non-residents in Monterey County Lodging	Non-residents <u>not</u> in Monterey County Lodging
Ferrari Challenge (May)	2.59	3.25	1.53
Spring Classic (May)	2.41	3.25	1.92
FIM Superbike (June)	3.51	3.79	2.89
Rolex Reunion (August)	3.55	4.38	2.54
Continental Tire GP (Sept)	2.56	3.53	1.67
Porsche Rennsport (Sept)	3.73	4.21	2.16
Pirelli World Challenge (Oct)	3.12	3.46	2.70
Average	3.07	3.70	2.20



Direct Economic Spending

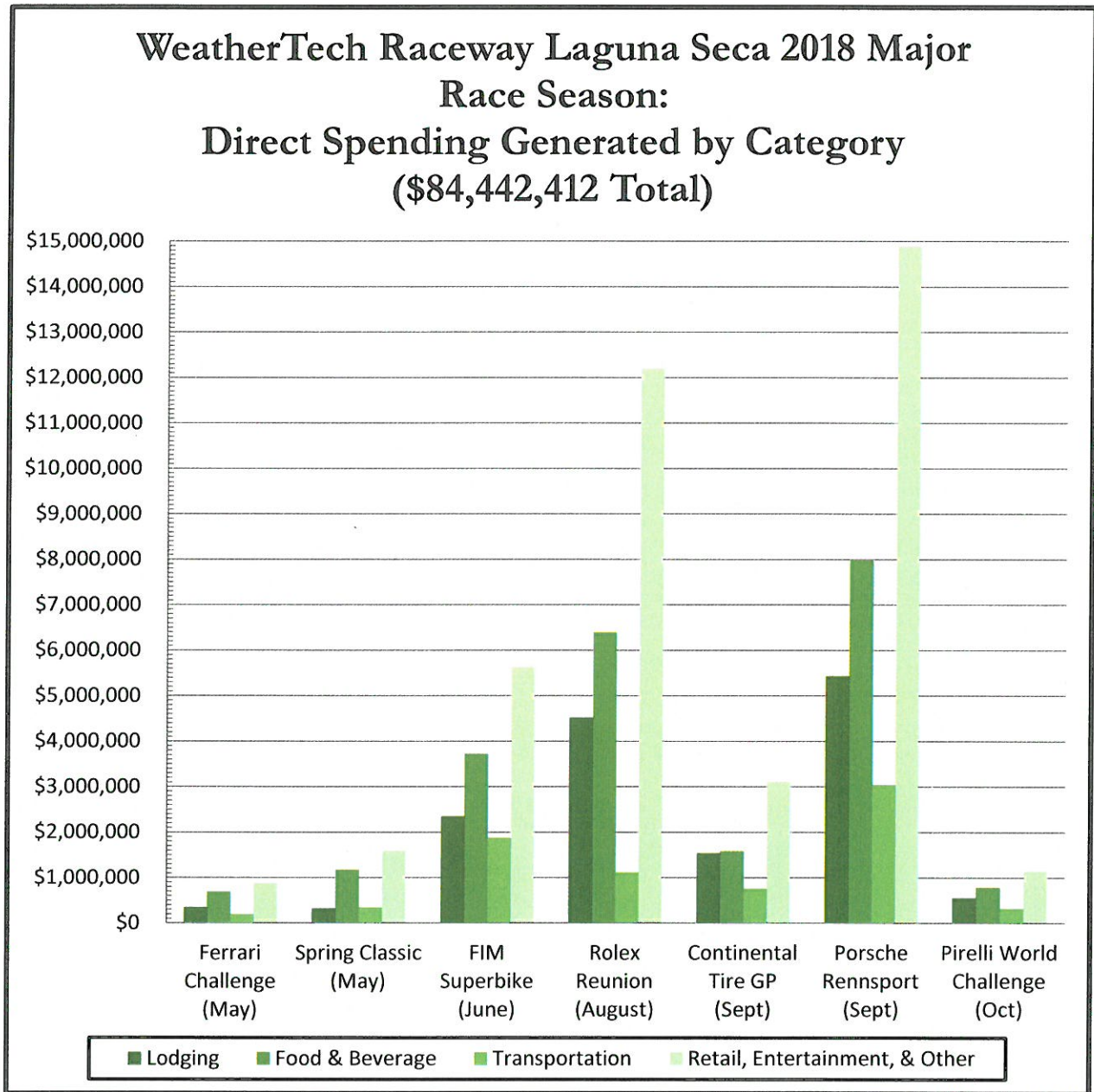
The direct economic spending for all five major races totaled \$84,442,412. This total includes all money spent in Monterey County by non-resident attendees. **This total does not include any induced or indirect spending.**

By race, the Rolex Monterey Motorsports Reunion and Porsche Rennsport VI events made up nearly 65% of all spending. They were significantly higher than the other five races at \$31,323,166 and \$24,228,811 respectively. The FIM Superbike World Championship and Continental Tire Monterey Grand Prix were also high at \$13,574,780 and \$6,977,534. The significantly lowest events were the Ferrari Challenge, Spring Classic, and Pirelli World Challenge events at \$2,101,934, \$2,427,293, and \$2,808,895 respectively. The reasons for the lower spending were a combination of lower attendance, a lower percentage of non-residents, a lower percentage of non-residents staying in County lodging, and a lower number of days spent in Monterey County. Conversely, the higher spending events saw attendees stay longer and spend more lodging dollars.



By category, a total of \$15,049,131 (\$13,774,935 in 2015) was spent on lodging in Monterey County. Nearly \$10 million of the total was spent as a result of the Reunion and Rennsport events. More information on the lodging impacts can be found on page 15.

For Food & Beverage, every event contributed at least \$650,000 to the Monterey County economy, including over \$6 million from each of the Reunion and Rennsport events. Transportation spending totaled \$7,631,151 and Retail, Entertainment (including ticket sales), and Other totaled \$39,438,462. Wide variations were seen in categories from race to race.



Race	Lodging	Food & Beverage	Transportation	Retail, Entertainment, & Other*	Total
Ferrari Challenge (May)	\$345,232	\$689,962	\$187,022	\$879,718	\$2,101,934
Spring Classic (May)	\$320,483	\$1,171,448	\$341,262	\$1,594,100	\$3,427,293
FIM Superbike (June)	\$2,347,749	\$3,722,962	\$1,872,314	\$5,631,755	\$13,574,780
Rolex Reunion (August)	\$4,517,536	\$6,396,399	\$1,118,659	\$12,196,217	\$24,228,811
Continental Tire GP (Sept)	\$1,538,194	\$1,580,912	\$754,075	\$3,104,352	\$6,977,533
Porsche Rennsport (Sept)	\$5,428,873	\$7,975,022	\$3,035,116	\$14,884,155	\$31,323,166
Pirelli World Challenge (Oct)	\$551,064	\$786,963	\$322,703	\$1,148,165	\$2,808,895
Totals	\$15,049,131	\$22,323,668	\$7,631,151	\$39,438,462	\$84,442,412

*Category includes revenue from ticket sales

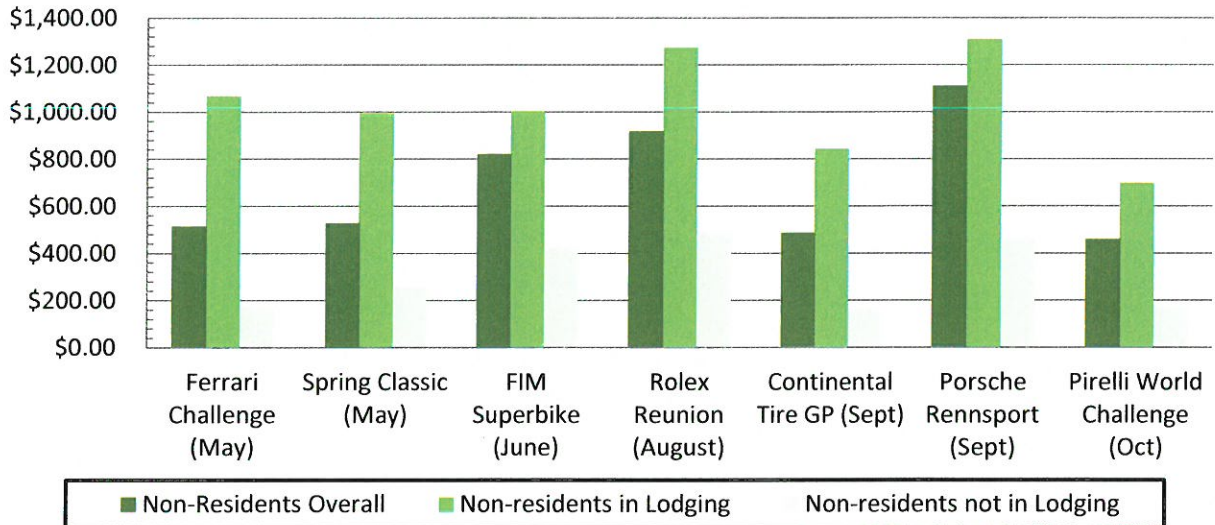
In terms of per person total trip spending, huge differences were seen in those who stayed in Monterey County lodging and those who did not. The average difference across all five races was \$724.14 (\$1,026.50 vs. \$302.35). This demonstrates the economic value of attracting attendees to WeatherTech Raceway Laguna Seca races and successfully marketing to them to stay in County lodging. The overall per person trip spending for visitors was \$690.94 (\$684.53 in 2015). This is higher than the county-wide average for all visitors of \$497 calculated by Dean Runyon & Associates in 2017.

By race, the per-person trip spending is similar to the total direct economic spending with the Reunion and Rennsport races leading the way. These events had very high per person trip spending with the category of non-residents staying in county lodging (\$1,272.81 and \$1,308.60 respectively).

Race / Per Person Trip Spending	Non-Residents Overall	Non-residents in Lodging	Non-residents not in Lodging
Ferrari Challenge (May)	\$514.42	\$1,066.99	\$173.41
Spring Classic (May)	\$528.12	\$993.91	\$253.83
FIM Superbike (June)	\$820.88	\$1,004.42	\$422.44
Rolex Reunion (August)	\$917.52	\$1,272.81	\$483.48
Continental Tire GP (Sept)	\$485.25	\$841.01	\$157.54
Porsche Rennsport (Sept)	\$1,110.73	\$1,308.60	\$458.04
Pirelli World Challenge (Oct)	\$459.67	\$697.73	\$167.74
Average	\$690.94	\$1,026.50	\$302.35

Monterey County Average Per Person Trip Spending: \$497 (Source: Dean Runyon & Associates, 2017)
Per Person Trip Spending does not include ticket sales

**WeatherTech Raceway Laguna Seca 2018 Major Race
Season:
Per Person Trip Spending**

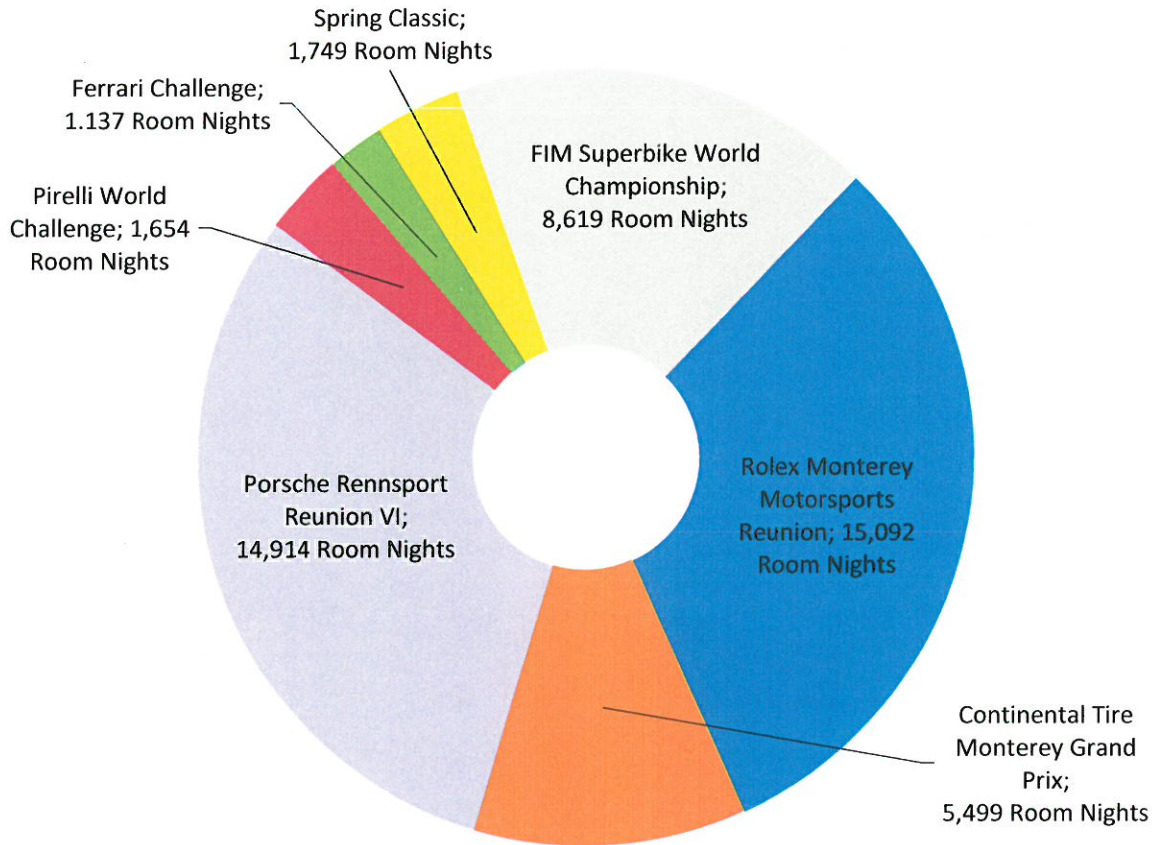


Lodging Impact

In terms of the impact of WeatherTech Raceway Laguna Seca major races on the Monterey County lodging industry, hotel nights, average daily rate (ADR), and room nights generated were calculated. In total, the seven major races generated 48,664 room nights at an ADR of \$290.81. This is slightly fewer room nights and a higher ADR compared to 2015 (53,558 room nights; ADR = \$258.77 in 2015). The average non-resident who stayed in Monterey County lodging spent 2.70 nights in County lodging. The overall figure of 2.70 nights is slightly higher than the overall Monterey County average of 2.60 from Dean Runyon & Associates (2017). This is less than the 2015 Laguna Seca figure of 3.0, and was influenced in 2018 by the addition of the Ferrari Challenge and Spring Classic events where average hotel nights were lower at 2.25 average hotel nights.

Race	Average Hotel Nights	Average Daily Rate (ADR)	Total Room Nights Generated
Ferrari Challenge (May)	2.25	\$303.72	1,137
Spring Classic (May)	2.25	\$183.26	1,749
FIM Superbike (June)	2.80	\$272.39	8,619
Rolex Reunion (August)	3.38	\$299.32	15,092
Continental Tire GP (Sept)	2.53	\$279.74	5,499
Porsche Rennsport (Sept)	3.21	\$364.02	14,914
Pirelli World Challenge (Oct)	2.46	\$333.24	1,654
Totals / Average	2.70	\$290.81	48,664

**WeatherTech Raceway Laguna Seca 2018 Major Race Season:
Room Nights Generated (48,664 Total)**



Tax Generation

Calculations of three types of taxes generated by the major races at WeatherTech Raceway Laguna Seca in 2018 were conducted: Monterey County Transient Occupancy Tax (TOT), Monterey County Taxes, and California State Taxes.

- Monterey TOT Tax was calculated by multiplying county lodging dollars generated by 10.5%.
- Total Monterey County Tax included TOT Tax, Monterey County Tourism Improvement District (MCTID) tax on lodging, and Monterey County Sales Tax (1.00%) on non-lodging spending.
- California State Tax was calculated by multiplying non-lodging spending by the state sales tax of 6.0%.

Note: California Tourism Tax, Convention Center Facilities District Tax, Local/City Sales Tax, and any Special Assessment Sales Taxes were not included in the assessment of tax generated at both the county and state levels. The Tax Generation estimate is designed to be a conservative estimate of tax revenue generation.

Race	TOT Tax Generated	Total Monterey County Tax Generated	State Tax Generated	Total County & State Tax Generated
Ferrari Challenge (May)	\$36,249	\$55,873	\$119,222	\$175,095
Spring Classic (May)	\$33,651	\$67,679	\$205,228	\$272,907
FIM Superbike (June)	\$246,514	\$368,010	\$663,381	\$1,031,391
Rolex Reunion (August)	\$474,341	\$691,413	\$1,174,435	\$1,865,848
Continental Tire GP (Sept)	\$161,510	\$223,603	\$359,374	\$582,977
Porsche Rennsport (Sept)	\$570,032	\$839,373	\$1,473,123	\$2,312,496
Pirelli World Challenge (Oct)	\$57,862	\$83,245	\$180,335	\$263,580
Totals	\$1,580,159	\$2,329,196	\$4,175,098	\$6,504,294

As a whole, the major race season at Weathertech Raceway Laguna Seca generated \$6,504,294 of state and county taxes in 2018 (\$5.164MM in 2015). Of this amount, \$4,175,098 was California State Tax (\$3.103MM in 2015), and \$2,329,196 was Monterey County Tax (\$2.061MM in 2015). Within the \$2.329 million in tax revenue generated in Monterey County, \$1,580,159 was TOT Tax generated through lodging spending (compared to \$1.446MM in 2015).

The amount of tax revenue generated per event generally follows the amount of direct economic spending for that event. The most tax was generated by the Reunion and Rennsport events with over \$4 million combined.

Using the most recent year's estimate of tourism spending in Monterey County (\$2.85 billion), WeatherTech Raceway Laguna Seca's \$84.4 million in non-resident spending represents roughly 2.9% of the tourism industry in Monterey County in 2018.

**WeatherTech Raceway Laguna Seca 2018 Major Race
Season:
County & State Tax Generated (\$6,504,294 Total)**

