
America's Cup 34 Visitation Analysis

Addendum #1: On the Water Visitation Estimates

INTRODUCTION

This report serves as an addendum to the *Analysis of Potential Visitation Patterns for America's Cup 34* report released on June 17, 2011. In this report, we provide refined on the water visitation estimates to be used for planning based on additional and more detailed information about the event that is now available.

The analysis included in this report builds on the previous report's methodology and was conducted by AECOM, with input from America's Cup Event Authority (ACEA) and America's Cup Race Management (ACRM). Unless otherwise stated, all assumptions described in the initial report still apply.

REVISED ESTIMATES

The previous report based the number of boats for an average peak day on Fleet Week boat count estimates from previous years. In order to provide a more accurate data point for this estimate, ESA conducted a boat count exercise during the Fleet Week. The number of boats was found to be lower than originally estimated, so we have adjusted our projections for an average peak day accordingly based upon this information. The projections for a 2013 peak weekday and 2012 have also been adjusted on a proportionate basis. Results for 2013 are shown in **Figures 1 and 2** and for 2012 are shown in **Figures 3 and 4**.

Figure 1: Estimated Number of Boats and On Water Attendance on an Average Peak Day, AC34 2013

Boat Types	% of Boats	# of Boats	Avg. # of Passengers per Boat	Total No. of Passengers
<u>Recreational</u>				
Motorized Pleasure Craft (e.g. small powered yachts)	19%	152	7	1,064
Sailboats (may contain small outboard motors)	80%	640	7	4,480
Non-Motorized Craft	<u>1%</u>	<u>8</u>	<u>2</u>	<u>16</u>
Total Recreational	91%	800	7	5,560
Commercial Charters	2%	20	150	3,000
Large Private Yachts	7%	60	30	1,800
TOTAL ALL CATEGORIES	100%	880	12	10,360

Source: AECOM

Figure 2: Estimated Number of Boats and On Water Attendance for a Average Peak Weekday, AC34 2013

Boat Types	% of Boats	# of Boats	Avg. # of Passengers per Boat	Total No. of Passengers
<u>Recreational</u>				
Motorized Pleasure Craft (e.g. small powered yachts)	19%	24	7	168
Sailboats (may contain small outboard motors)	80%	102	7	714
Non-Motorized Craft	<u>1%</u>	<u>8</u>	<u>2</u>	<u>16</u>
Total Recreational	91%	134	7	898
Commercial Charters	2%	3	150	450
Large Private Yachts	7%	10	30	300
Total All Boats	100%	147	11	1,648

Source: AECOM

Figure 3: Estimated Number of Boats and On Water Attendance on an Average Peak Day, AC34 2012

Boat Types	% of Boats	# of Boats	Avg. # of Passengers per Boat	Total No. of Passengers
<u>Recreational</u>				
Motorized Pleasure Craft (e.g. small powered yachts)	19%	62	7	434
Sailboats (may contain small outboard motors)	80%	262	7	1,834
Non-Motorized Craft	<u>1%</u>	<u>8</u>	<u>2</u>	<u>16</u>
Total Recreational	98%	332	7	2,284
Commercial Charters	2%	8	150	1,200
Large Private Yachts	0%	0	30	0
TOTAL ALL CATEGORIES	100%	340	10	3,484

Source: AECOM

Figure 4: Estimated Number of Boats and On Water Attendance on an Average Weekday, AC34 2012

Boat Types	% of Boats	# of Boats	Avg. # of Passengers per Boat	Total No. of Passengers
<u>Recreational</u>				
Motorized Pleasure Craft (e.g. small powered yachts)	19%	24	7	166
Sailboats (may contain small outboard motors)	80%	100	7	700
Non-Motorized Craft	<u>1%</u>	<u>4</u>	<u>2</u>	<u>8</u>
Total Recreational	98%	125	7	874
Commercial Charters	2%	3	120	360
Large Private Yachts	0%	0	30	0
TOTAL ALL CATEGORIES	100%	128	10	1,234

Source: AECOM