

The Economic and Fiscal Impacts of the 2025 Waterfowl Festival

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Source of cover image: <https://waterfowlfestival.org/>

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ACKNOWLEDGEMENTS

This study could not have been conducted without the event participants who completed surveys. The event organizers were also very helpful in providing requested information.

CITING THIS REPORT

Magnini, V. (2026). The Economic and Fiscal Impacts of the 2025 Waterfowl Festival. Institute for Service Research, Virginia Beach, VA.

Forward-Looking Statements / Risks and Uncertainties:

Some of the statements in this report that are not historical facts are “forward-looking statements.” Such forward-looking statements are associated with certain risks and uncertainties which could cause actual outcomes to differ substantially from those predicted in this report.

Neither the researchers nor any entities which they are affiliated with can be held responsible for any actions / decisions that might be influenced by the contents of this report.

Errors and Omissions:

While effort was made by the researchers in this project to present accurate and complete information, neither the researchers nor any entities which they are affiliated with can be held responsible for inaccurate or incomplete information.

Feedback from Survey Respondents:

Survey respondents in this study have provided important feedback which is presented in the Appendices. Some feedback may relate to health, wellness, and other critical issues. All readers of this report are strongly encouraged to thoroughly review all of the feedback contained in the Appendices.

EXECUTIVE SUMMARY

The 54th Annual Waterfowl Festival took place in Easton, Maryland from November 14–16, 2025, with a premiere night on November 13. The event drew 32,400 attendees, with 62.35% coming from outside Talbot County. Slightly more than 25% of all patrons traveled from outside Maryland. Non-resident visitors typically arrived in parties averaging 2.68 people, and 63.69% stayed at least one night, with an average stay of 2.56 days.

Festival satisfaction levels were notably high. That is, 50% of patrons rated the event “excellent,” and 32.94% rated it “good.” Additionally, 67.86% reported being “very likely” and 19.05% “likely” to recommend the festival to others.

Non-resident patrons spent an average of \$446.29 during their festival-centered trips, with 94.91% of their visit attributable specifically to the Waterfowl Festival. Talbot County residents spent an average of \$72.43, and an estimated 31.57% of that spending would have occurred outside the county if the festival had not taken place.

Among non-resident overnight visitors, 51.43% stayed in hotels or B&Bs, 7.71% used short-term rentals, and 40.86% stayed with friends or family. Within Talbot County, Easton and St. Michaels recorded the highest lodging activity. Outside the county, Cambridge and Annapolis saw the most overnight stays. In sum, the direct economic modeling lodging expenditures by patrons within Talbot County are estimated at approximately \$993K [includes both hotels/B&Bs and short-term rentals].

It is relevant to state here that festival patrons’ spending on shopping and F&B in Talbot County exceed the lodging expenditures described in the previous paragraph. A total of \$1.95M in shopping expenditures made direct contributions in the county-level economic models in this study. The total direct inputs in the economic models for F&B, restaurants, and bars at the county level tallied to \$1.66M. These shopping and F&B figures reflect spending both inside and outside of the festival’s blueprint.

The total economic impact within Talbot County from the 2025 festival is estimated between \$5.49M → \$6.19M, generating \$91K → \$102K in municipal tax revenue (including approximately \$28K for law enforcement services). At the statewide level, the festival generated an estimated \$8.57M → \$9.67M in economic activity, generating \$903K → \$1.02M in state and local tax revenues.

{Year-round economic impacts are described on the next page}

Year-Round Economic Impacts that Fall Outside the Domain of the Current Study

While the current study focuses solely on the economic and fiscal impacts of the 2025 Waterfowl Festival, it is germane to note here that Waterfowl Festival, Inc. makes routine economic contributions to the area's economy outside of the festival itself. For instance, the Easton Waterfowl Armory hosts a steady stream of events, some of which would not have been able to be hosted in Easton in the absence of the armory. The armory is an icon in the local community, serving diverse groups as a venue for an array of activities (Cavalheri, 2024). In addition, other examples of economic contributions of Waterfowl Festival, Inc that lie outside of the domain of the current study's modeling include the numerous charitable contributions and scholarships funded by the organization.

Since the Waterfowl Festival's founding in 1971, \$5.58M has been donated to conservation-oriented causes, and an additional \$337K has funded scholarships.

{Introduction section begins on the next page}

1. All modeling results in this study are presented as ranges to account for margin of error.

Section 1. Introduction

On November 14th – 16th, the 54th Annual Waterfowl Festival was held in the town of Easton (see Figure 1). The 2025 Waterfowl Festival featured an array of offering such as wildlife art exhibits, retriever and raptor demonstrations, Dock Dogs competitions, children’s activities such as the Quackin’ Trail, live music on six stages, and local and regional food and drink offerings, including the new Delmarva Craft Beer

Wetlands tent. Also, the World Waterfowl Calling Contest included a “Champion of Champions” round that is only held every 5th year. Preview events began November 13th with opening ceremonies, a Veterans’ salute, and a premier night party.

The purpose of this study is to estimate the economic and fiscal impacts of the 2025 Waterfowl Festival. Such impacts are assessed for Talbot County [with an estimation of this portion in the Town of Easton] and for the state of Maryland [with an estimation of this portion within a 50-mile radius of Easton]. The next section of this report details the research methods used in this study. Subsequently, the study’s findings are presented.

{Methodology section begins on the next page}

FIGURE 1: EXAMPLE OF MEDIA COVERAGE*



Easton’s Waterfowl Festival Expands For 54th Year With New Exhibits, Champion Calling Contest

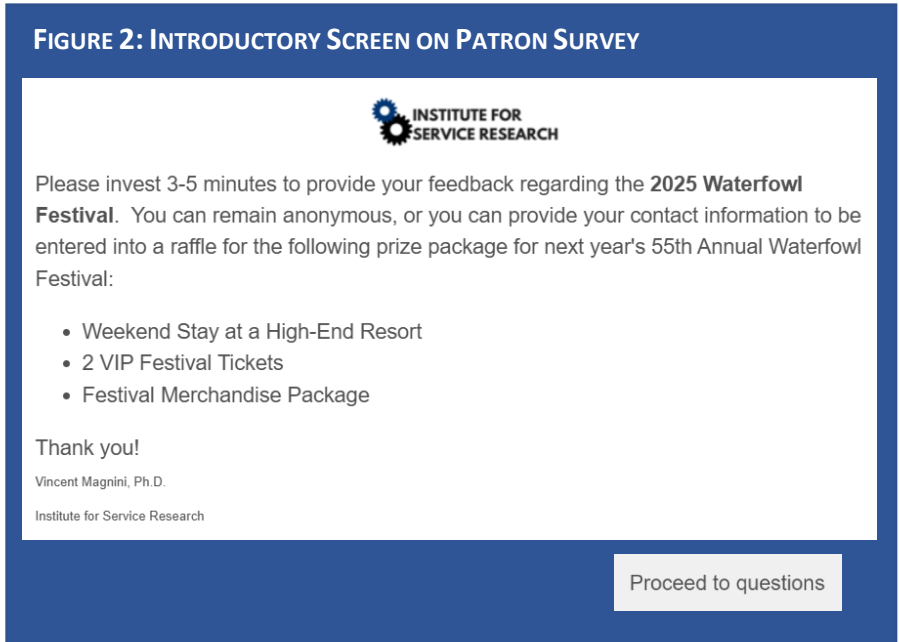
By Waterfowl Festival Inc. / November 11, 2025

*Screenshots adopted directly from:
<https://www.chesapeakebaymagazine.com/eastons-waterfowl-festival-expands-for-54th-year-with-new-exhibits-champion-calling-contest/>

Section 2. Methodology

2.1 Patron Profiles and Spending

An internet survey was designed by the Institute for Service Research (ISR) to quantify spending patterns and habits of event patrons. During the festival, signs displayed the survey QR code. Following the festival, survey solicitations were distributed by the organizers via email and social media channels. Figure 2 displays the introductory screen of the survey.



The survey was hosted on the Qualtrics platform, which is widely regarded as the most robust hosting platform on the market. Qualtrics has many user-friendly features such as the capability for a respondent to pause a survey and continue later. All Qualtrics survey templates are mobile-optimized as well.

With regard to the survey, examples of items queried include:

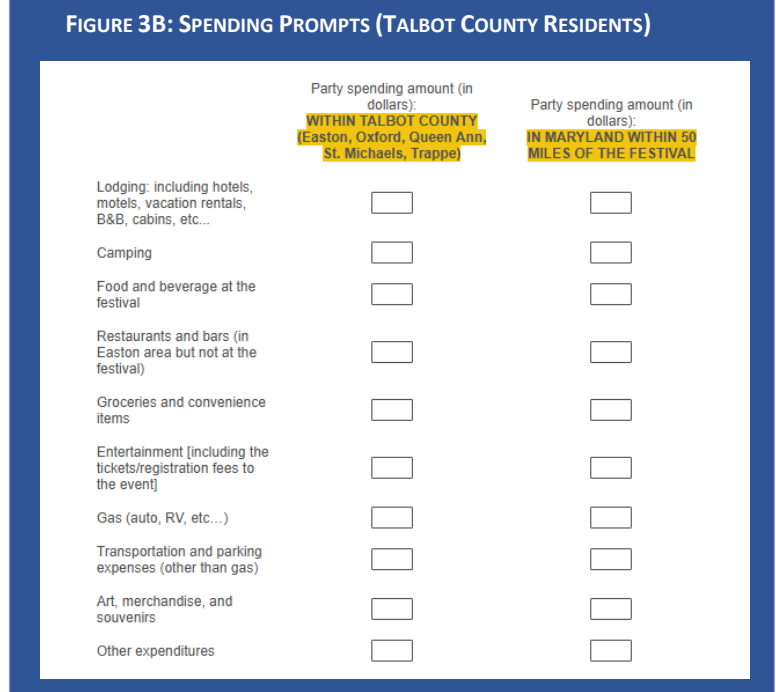
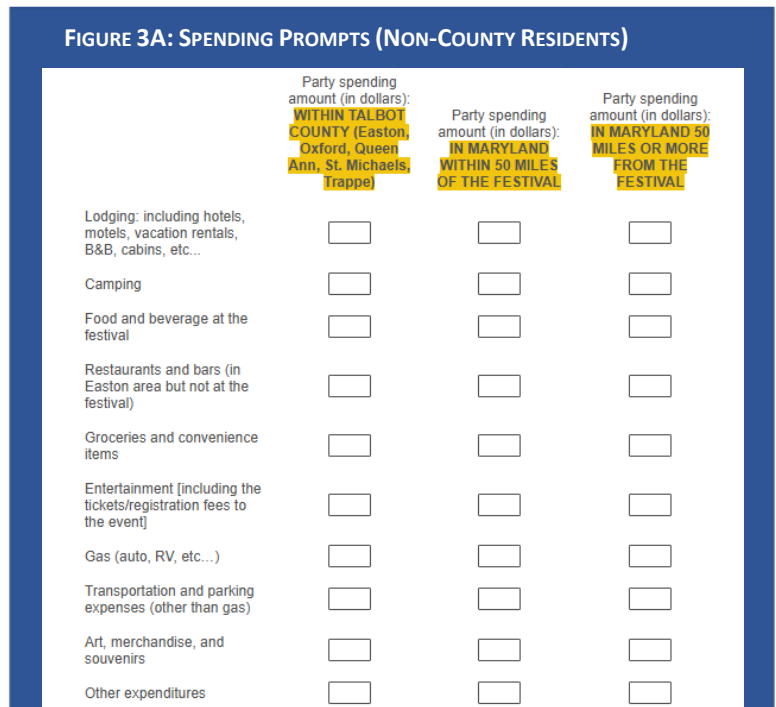
- Location of primary residence
- Length of stay in Talbot County (displayed to non-residents)
- Type of accommodation
- Number of individuals in party
- Satisfaction with the event
- Likelihood of positive word-of-mouth
- Number of un-ticketed individuals in party

{List continued on the next page}

- The extent to which the visit to Talbot County was due to the event [primacy] (displayed to non-Talbot County residents)
- The extent to which money would have been spent outside of the area in the absence of this event (displayed to local resident patrons)
- Best aspect / suggestions for improvement

In addition to the above listed examples of topic areas, the survey also asked respondents to report their spending within multiple geographic domains (see Figures 3a and 3b). A list of nine spending categories was presented to respondents as well as an “other expenditures” field.

The survey sample collected the spending profiles of 1,237 event patrons. This sample size exceeds the benchmark recommended by Stynes et al. (2000) for economic impact modeling. Armstrong and Overton’s (1977) method of comparing early to late responses was used as an additional check to confirm that the collected responses are reflective of the sector (Johnson, Beaton, Murphy, and Pike, 2000; Sax, Gilmartin, and Bryant, 2003). Although all diagnostics confirmed sample adequacy, to error on the side of caution, all economic outputs in this study are presented in the form of a range to account for margin of error.



2.2 Attendance Counts and Location of Primary Residence

Festival attendance counts for the event dates were ascertained through the use of Placer AI[®] technology. As seen in Figure 4, the festival included a large and eclectic array of activities. Because the patron survey asked visitors how many (if any) un-ticketed individuals were in their travel party, the attendance figures in the economic modeling were able to account for total visitation. The ratio of patrons who were Talbot County residents versus non-residents was ascertained with survey data.

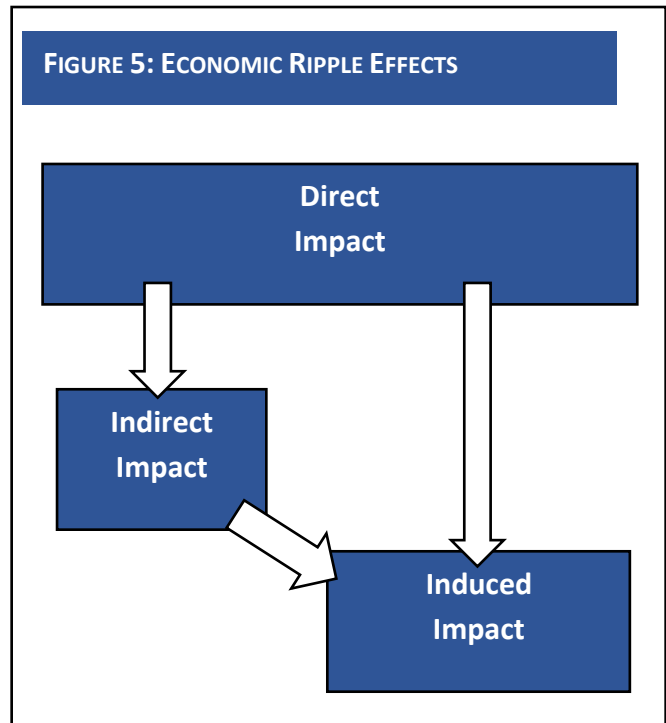
FIGURE 4: FESTIVAL EVENTS SCHEDULE



Screenshot retrieved from: <https://waterfowlfestival.org/2025schedule/>

2.3 Secondary Economic Effects

In addition to assessing these direct effects, this study also models secondary or ripple effects which comprise economic activity from subsequent rounds of re-spending of money. As shown in Figure 5, there are two types of ripple effects: indirect and induced. Indirect effects entail the changes in sales, income, and jobs of suppliers to the operation (Stynes et al., 2000). For example, a convenience store that sells gasoline uses the money from the sale to pay employees and to buy more gasoline. Induced effects are the changes in economic activity in the region stimulated by household spending of income earned through direct and indirect effects of event-related monies. To continue the previous example, the employees of the convenience store then use their incomes to purchase goods and services.



Indirect and induced effects are estimated using economic multipliers. Multipliers reflect the extent of interdependency between sectors in a region's economy and can vary significantly between regions and sectors (Stynes et al., 2000). Here is a simple example of how a multiplier can be interpreted: if the multiplier for the restaurant sector in a given region is 1.27, it can be estimated that every dollar spent at a restaurant results in 27 cents of secondary economic activity in the region. Economic multipliers for municipalities in Maryland are commercially available in an economic impact estimation software titled IMPLAN, commercialized by MIG, Inc. Used by more than 1,000 entities, IMPLAN is said to be the most widely adopted regional economic analysis software in the industry for estimating economic ripple effects (Dougherty, 2011).

{Findings section begins on the next page}

Section 3. Findings

3.1 Patron Volumes and Per Person Spending

The attendance volumes for the 2025 Waterfowl Festival are listed in Table 1. The festival recorded 32,400 attendees. As noted in Table 1, this is a conservative count for two reasons: 1) A 10 percent deduction was made to account for Placer AI[®] margin of error; and 2) the Placer AI[®] data does not include the festival bus stop at Easton Marketplace on Marlboro Avenue. According to survey data, approximately 62.35 percent of attendees were not residents of Talbot County.

Regarding visiting party size, as seen in Table 2, the average party size for non-resident patrons was 2.68; whereas, it was 2.60 for Talbot County residents. Non-residents remained in the area for an average of 2.56 days.

In terms of spending, on average, non-resident patrons spent \$446.29 (see Table 2). The largest

component of non-resident spending was shopping = \$124.98. The next largest expenditure category was lodging = \$116.78. The primacy of non-resident spending was 94.91 percent. That is, on average, 94.91 percent of patrons' visits to the area were due to the Waterfowl Festival.

TABLE 1: SUMMARY OF FESTIVAL ATTENDANCE VOLUMES	
Total attendance (Verified with Placer AI [®] data minus 10% to account for margin of error) ^t	32,400
Attendance categories:	
VIP ticket holders: 875	
General admission ticket holders: 12,500	
Children under 10 not requiring ticketed admission: ≈1,500 (ran out of wrist bands at 500)	
Non-ticketed patrons traveling with ticket holders (not including children under 10): 642	
Vendors: 287 ^{tt}	
Travel parties of vendors: 388 ^{tt}	
Festival volunteers: ≈1,300 ^{tt}	
Other non-ticketed patrons (verified with Placer AI [®] data): 14,908 ^{ttt}	
NOTES	
^t This Placer AI [®] data is conservative because it does not include the festival bus stop at Easton Marketplace on Marlboro Avenue.	
^{tt} The spending of vendors, travel parties of vendors, and volunteers was solely included as secondary effects in all economic modeling.	
^{ttt} The spending of 10% of "other non-ticketed patrons" was solely included as secondary effects in all economic modeling to account for those working the festival not included in the previously specified attendance categories.	

Regarding resident spending, the average tallied to \$72.43 per person. The largest component of this total was spent on shopping = \$29.96; followed by F&B, restaurants, and bars = \$24.50. An estimated 31.57 percent of resident spending would have leaked out of the county in the absence of the Waterfowl Festival. As such, only 31.57 percent of resident spending was included in the county-level economic modeling in this study. On the other hand, none of the local residents' spending was included in the state-level economic modeling in this study.

{Table 2 is presented on the next page}

TABLE 2: PARTY COMPOSITION AND SPENDING PROFILES			
Metric	Talbot County Residents	Non-Resident Patrons	
Average party size:	2.60 persons	2.68 persons	
Average length of stay within 50-miles	N/A	2.56 days	
Average spending (per person in Maryland):	Lodging: \$0.15	Lodging: \$116.78	Talbot: 51.57%
	F&B / Restaurants / bars: \$24.50	F&B / Restaurants / bars: \$114.44	Talbot: 81.04%
	Groceries / convenience items: \$3.44	Groceries / convenience items: \$13.35	Talbot: 80.52%
	Entertainment: \$10.95	Entertainment: \$47.27	Talbot: 90.99%
	Gas: \$1.59	Gas: \$14.73	Talbot: 74.54%
	Transportation (other than gas): \$0.50	Transportation (other than gas): \$8.46	Talbot: 45.63%
	Shopping: \$29.96	Shopping: \$124.98	Talbot: 86.69%
	Other: \$0.98	Other: \$6.28	Talbot: 67.36%
	Total: \$72.43	Total: \$446.29	
Non-ticket holders in visiting party:	N/A	1 non-ticketed member: 1.27 percent 2 non-ticketed members: 1.90 percent 3 non-ticketed members: 2.53 percent	
Primacy of visit:	N/A	94.91%	
Local economic leakage curtailed:	31.57%	N/A	

{Section 3.2 begins on the next page}

3.2 Spending in Talbot County

As seen in Table 3, the largest spending category was shopping = \$1.95M. As previously noted, the festival included 287 vendors, many of which sold a variety of sought-after merchandise. In fact, as can be seen in Appendix A, the art pavilions were the most well-liked components of the festival.

The second largest spending category was F&B, restaurants, and bars at approximately \$1.66M. This total includes food and drinks both inside and outside the festival blueprint. As will be seen later in this report, these sales were significant drivers of the state-level tax revenues because food is taxed at 6 percent; alcohol at 9 percent.

The third largest spending category was lodging with \$993K making direct contributions to the county-level economic modeling. Of these lodging expenditures, the majority comprise hotels/B&Bs. It is prudent to note, however, that 7.71 percent of overnight non-locals reported staying in short-term rentals (for example: Airbnb, VRBO). Employing the lodging expenditures reported in Table 3, making deductions for those who stayed in short term rentals, it can be estimated that the event yielded between 1,609 – 1,830 hotel/B&B room nights in Talbot County.

With regard to the economic models constructed in this study, there are a number of points to reiterate here: 1) Because 68.43 percent of spending by county resident patrons would have occurred in the county in the absence of the festival, the county-level economic impact models included 31.57 percent of residents' spending. 2) No local resident spending was included in the state-level economic models; only the spending of those traveling a minimum of 50-miles one-way or crossing a state-line was included in the state-level economic models. 3) In both the county-level and state-level models, the spending of non-county residents was reduced by 5.09 percent to adjust for visit primacy. 4) In both the county-level and state-level economic impact models, festival sponsorships deriving from outside of Maryland were included as an input (≈\$30K).

Spending Category	Spending amount
Lodging (includes all categories of paid lodging) ¹	\$993K
F&B/Restaurants / bars	\$1.66M
Groceries / convenience items	\$195K
Entertainment	\$770K

Table 3 (continued):	
Gas	\$192K
Transportation (other than gas)	\$66K
Shopping	\$1.95M
Other	\$75K
Spending in county-level economic modeling	\$5.90M
1. Because bar and restaurant expenditures charged to a sleeping room appear on a hotel folio, it is plausible that some respondents might have erroneously reported bar and/or restaurant spending in the lodging category. The magnitude of difference between the IMPLAN multipliers for these categories falls within this study's margin of error.	

3.3 Economic Impacts

As previously explained in section 2.3, when visitors spend money, this spending causes ripple (secondary effects) in the economy. Thus, as reported in Table 4, the spending of patrons of the festival circulated through the county's economy and produced between \$5.49M → \$6.19M in economic impacts. On a wider scale, the state-level modeling yielded Maryland economic impacts between \$8.57M → \$9.67M.

It is important to state here that all modeling inputs in such studies are estimations. For instance, even though IMPLAN is a robust platform, it cannot be precisely modeled what portion of the secondary effects actually gets captured within Talbot County's economy. Similarly, this modeling provides a range [75-85 percent] when specifying the Talbot County impacts within the Town of Easton. Such impacts are challenging to delineate along town borders. Nevertheless, this study's detailed survey instrument enabled these town-level effects to be teased-out with range estimations.

To reiterate from above, regarding total economic impacts at the county-level, the total output within Talbot County is estimated to lie between \$5.49M → \$6.19M (see Table 4). Approximately 81.34 percent of these impacts are in the form of direct effects with the remainder being secondary [both indirect and induced]. As will be presented later in this report, such economic impacts are likely to continue to grow in future years. More specifically,

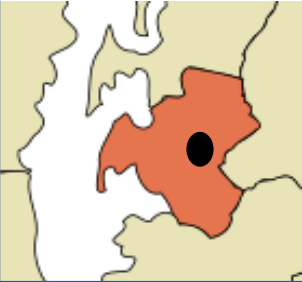
Anticipated Future Economic Impacts:

Approximately 9 out of 10 event patrons would be 'likely' or 'very likely' to recommend the Waterfowl Festival to others.

as indicated in the call-out box on the previous page, approximately 9 out of 10 patrons would be 'likely' or 'very likely' to recommend the Waterfowl Festival to others.


TABLE 4: THE ECONOMIC IMPACTS OF THE 2025 WATERFOWL FESTIVAL		
TALBOT COUNTY ONLY		
Effect Type	Economic Impact (Range) ^a	Economic Impact (Mean) ^b
Direct	\$4.47M → \$5.04M	\$4.75M
Indirect	\$543K → \$613K	\$578K
Induced	\$481K → \$543K	\$512K
Total Output in Talbot County	\$5.49M → \$6.19M	\$5.84M

Between 75-85% of this county-level economic impact occurred within the Town of Easton.



STATE OF MARYLAND (INCLUDING TALBOT COUNTY)		
Effect Type	Economic Impact (Range)	Economic Impact (Mean)
Direct	\$5.04M → \$5.68M	\$5.36M
Indirect	\$1.92M → \$2.16M	\$2.04M
Induced	\$1.62M → \$1.82M	\$1.72M
Total Output in Maryland	\$8.57M → \$9.67M	\$9.12M

Between 87% - 97% of this state-level economic impact occurred within a 50-mile radius of Easton.



a. As previously explained in this report, modeling results are presented as ranges to account for margin of error.

b. The mean economic impact is the high and low ends of the range summed and divided by two.

3.4 Fiscal Impacts

In terms of fiscal impacts, it is estimated that the economic activity attributed to the 2025 Waterfowl Festival generated between \$91K → \$102K in revenues within the county. The county-level fiscal impacts detailed in Table 5 include the approximate \$28K paid by Waterfowl, Inc for law enforcement services to the town and county. It is relevant to note here that the secondary effects reported in Table 5 are tangible as they include the spending of the vendors, vendors' travel parties, volunteers, and others who worked the festival [see explanation in previous Table 1].

Regarding fiscal impacts at the state-level, the 2025 Waterfowl Festival generated between \$903K → \$1.02M in state and local tax revenues around Maryland. The proportion of secondary effects relative to direct effects are larger in the state-level model [in comparison to the county-level model] because it is not uncommon for vendors to secure lodging outside of Talbot County rather than paying the price premiums demanded in Talbot on/near the festival dates.

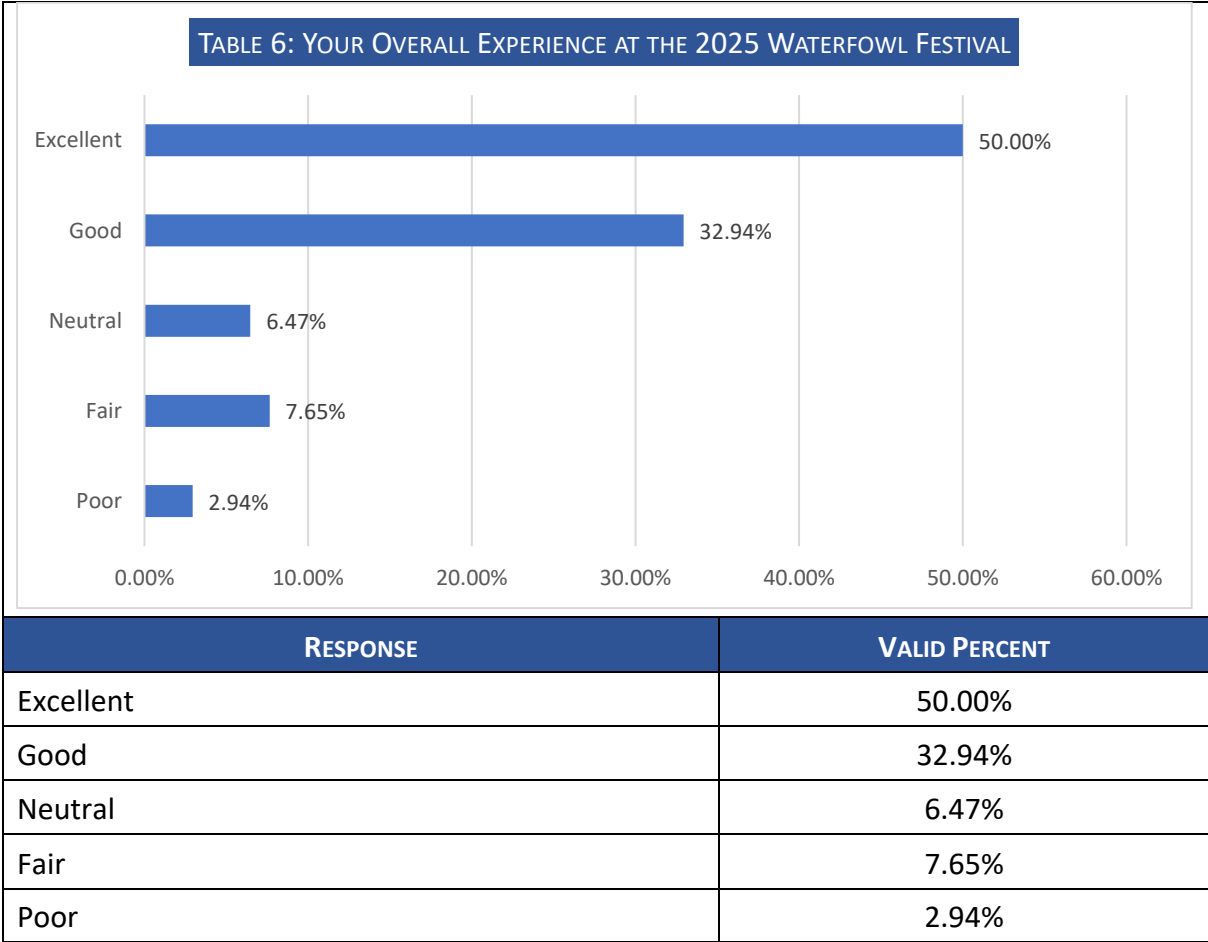
{Table 5 is presented on the next page}

TABLE 5: THE FISCAL IMPACTS OF THE 2025 WATERFOWL FESTIVAL

TALBOT COUNTY ONLY		
Effect Type	Local Tax Revenue Generation (Range)	Fiscal Impact (Mean)
Direct	\$76K → \$83K	\$79K
Indirect	\$6K → \$8K	\$7K
Induced	\$5K → \$7K	\$6K
Talbot County	\$91K → \$102K	\$96K*
<p>NOTE: *This amount includes the ≈\$28K that Waterfowl Festival, Inc paid for law enforcement services to the town and county.</p>		
STATE OF MARYLAND (INCLUDING TALBOT COUNTY)		
Effect Type	State & Local Tax Revenue Generation (Range)	Fiscal Impact (Mean)
Direct	\$692K → \$780K	\$736K
Indirect	\$94K → \$106K	\$100K
Induced	\$118K → \$133K	\$125K
Maryland (including Talbot)	\$903K → \$1.02M	\$961K

3.5 Patron Satisfaction

As indicated in Table 6, patron sentiment regarding the festival was overwhelmingly positive. Specifically, 50.00 percent provided an “excellent” rating and 32.94 percent indicated a “good” rating.



{Section 3.6 begins on the next page}

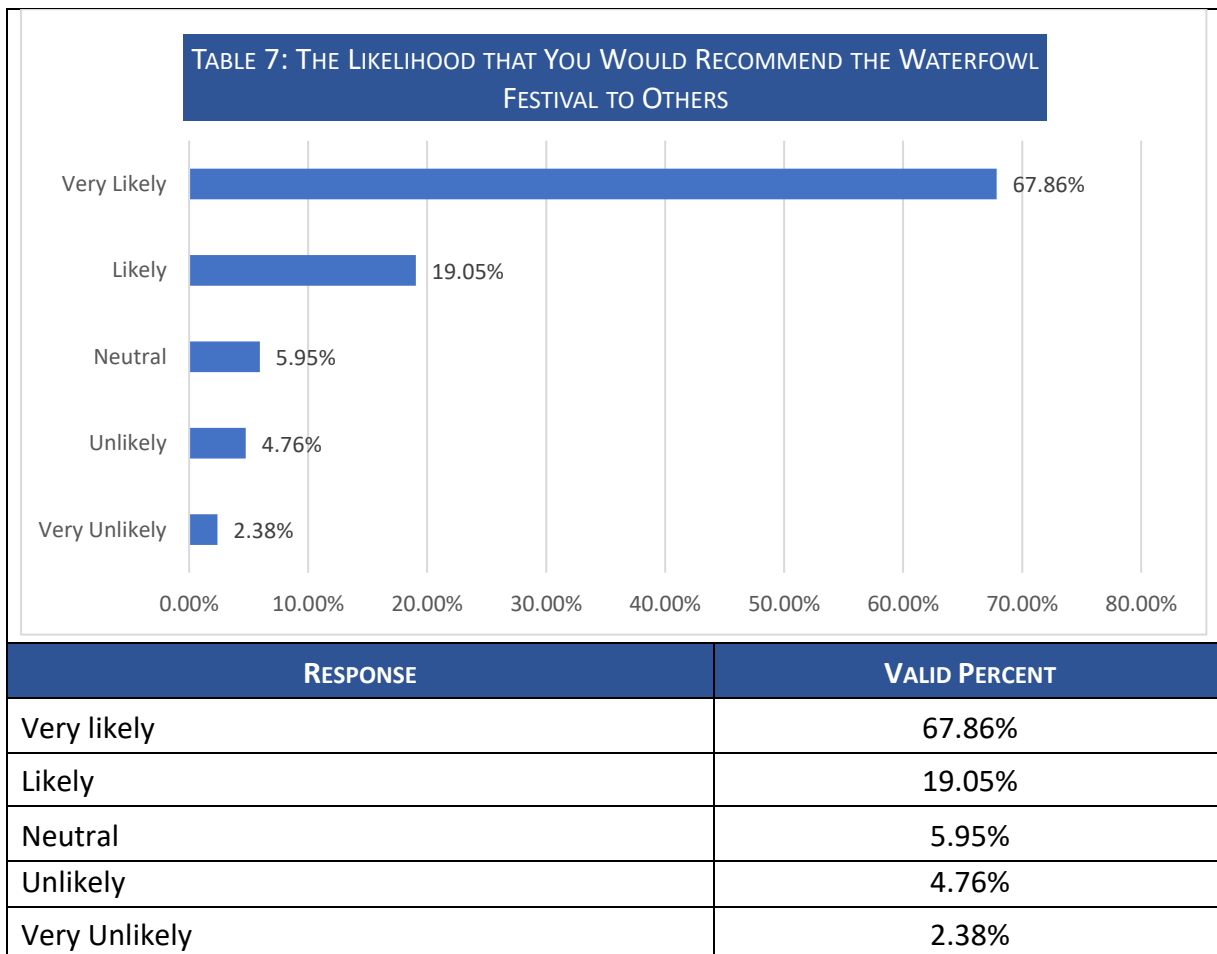
3.6 Likelihood to Recommend

Survey respondents were asked the following:

The likelihood that you would recommend the Waterfowl Festival to others:

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

As delineated in Table 7, approximately 67.86 percent would be “very likely” to recommend, and 19.05 percent would be “likely” to recommend the Waterfowl Festival to others.



Section 4. Discussion

COUNTY-LEVEL: The economic modeling in this study finds the economic impact within Talbot County of the 2025 Waterfowl Festival to fall between \$5.49M → \$6.19M. The county earned between \$91K → \$102K in municipal tax revenues as a result of the festival (including the payment to the town and county for law enforcement services).

STATE-LEVEL: The economic modeling in this study finds the economic impact within the State of Maryland (including Talbot County) of the 2025 Waterfowl Festival to fall between \$8.57M → \$9.67M. The state earned between \$903K → \$1.02M in state and local tax revenues as a result of the festival.

In any economic impact study, it is important to understand that all modeling inputs are dynamic. That is, according to Crompton (1993), the validity and reliability of an economic impact study depend on: 1) the accuracy of patron spending estimates; 2) adherence to statistical rules applied in the study, in particular pertaining to the use of the multiplier coefficients; and 3) reasonable attendance estimates. First, in terms of spending estimates, customized spending profiles were developed for this project. Second, regarding the multiplier coefficients, the most recent IMPLAN multipliers were utilized. Third, in terms of attendance estimation, as described earlier in this report, Placer AI[®] technology was employed. The attendance volumes input in this study's economic models were conservative for a number of reasons:

- A 10 percent deduction was made to the Placer AI[®] data to account for margin of error;
- The Placer AI[®] data does not include the festival bus stop at Easton Marketplace on Marlboro Avenue;
- The spending of vendors, travel parties of vendors, and volunteers was solely included as secondary effects in all economic modeling; and
- The spending of 10% of "other non-ticketed patrons" was solely included as secondary effects in all economic modeling to account for those working the festival not included in the previously specified attendance categories (see previous Table 1).

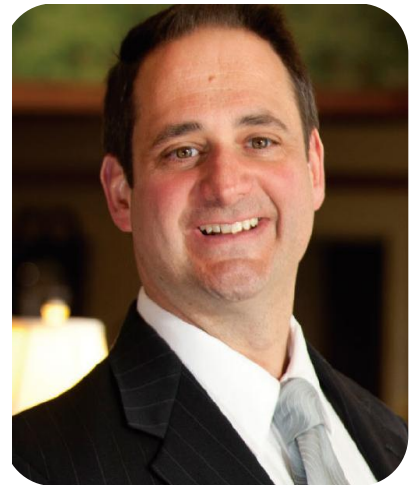
Regarding the likelihood of future success, this report offers feedback from patrons pertaining to the best aspects of the event (Appendix A) and suggestions for improvement (Appendix B). As detailed in Appendix B, themes pertaining to suggestions for improvement largely entail the need of the town and county's infrastructures to adequately support the festival experience [for example: internet capacity]. Furthermore, Appendix C offers a dashboard in which satisfaction ratings can be retrieved for focal festival components. Such candid feedback aids in the continual refinement of the festival as it approaches its 55th anniversary.

Lastly, it must be realized that every study is subject to limitations. While this research estimated a host of economic impacts of the 2025 Waterfowl Festival, such as economic outputs and tax revenue generation, it is prudent to note that a number of intangible factors could not be included in the modeling. For example, the value of passive advertising cannot be modeled here because it is not possible to quantify how many visitors, and their associated spending, are yielded by such advertising. Moreover, this study is limited in that the domain of analysis is constrained to the festival itself. In actuality, however, Waterfowl Festival, Inc. makes routine and meaningful local and regional economic contributions throughout the year. For instance, the Waterfowl Armory serves as a venue for an eclectic mix of events. Similarly, in concert with the long-standing mission of the organization, Waterfowl Festival, Inc provides financial support to a number of conservation organizations, as well as funding for scholarships.

{End of narrative}

INVESTIGATOR BIO

Dr. Vincent Magnini is the Executive Director of the Institute for Service Research. He was ranked as one of the top 35 most prolific hospitality researchers worldwide in the most recently published global ranking study. Furthermore, he is a U.S. Fulbright Scholar and has been named on the Stanford/Elsevier list of the top 2% of scientists in the world 3 out of the last 5 years. He has published seven books covering various aspects of service management. Dr. Magnini has also been featured on National Public Radio's (NPR) *All Things Considered*, *With Good Reason*, *Pulse on the Planet* and cited in the *New York Times* and *Washington Post*.



Examples of economic impact studies conducted by Dr. Magnini include:

- The Economic and Fiscal Impacts of the 2025 East Coast She Crab Soup Classic
- The Economic and Fiscal Impacts of the 2025 Iron Blossom Music Festival
- The Economic and Fiscal Impacts of the 2025 Point Break Music Festival
- The Economic and Fiscal Impacts of the 2025 Bulls and Barrels Beach Rodeo
- The Economic and Fiscal Impacts of the 2025 Monsters on the Beach
- The Economic and Fiscal Impacts of the 2025 La Fiesta Beach Party
- The Economic and Fiscal Impacts of the 2025 Funk Fest Beach Party
- The Economic and Fiscal Impacts of the 2025 Virginia Beach Jeep Fest
- Virginia State Parks Economic Impact Report (conducted annually)
- The Economic and Fiscal Impacts of the 2024 Stratusphere Gin Virginia Beach Cup
- The Economic and Fiscal Impacts of the 2024 Coastal Virginia Auto Show
- The Economic and Fiscal Impacts of the 2024 Totally Tribute Festival
- The Economic and Fiscal Impacts of the 2024 Beach Blanket Cinema
- The Economic and Fiscal Impacts of the 2024 East Coast Surfing Championships
- The Economic and Fiscal Impacts of the 2024 Columbus Day Soccer Tournament
- The Economic and Fiscal Impacts of the 2024 WaterJAM Conference
- The 2023 Economic Significance and Impacts of West Virginia's State Parks and Forests
- The Economic and Fiscal Impacts of the 2023 North America Sand Soccer Championships
- The Economic and Fiscal Impacts of the 2023 Jackalope Festival
- The Economic and Fiscal Impacts of the 2023 Beach It Music Festival
- The Economic and Fiscal Impacts of the 2023 Virginia Beach Neptune Festival
- The Economic and Fiscal Impacts of the 2023 Virginia MOCA Boardwalk Art Show
- The Economic and Fiscal Impacts of the 2023 Something in the Water Music Festival
- Potential Economic and Fiscal Impacts Associated with Establishing a Trail Connection between Doe Mountain Recreation Area (Mountain City, Tennessee) and Damascus, Virginia

- Demand Estimation and Site Selection Criteria for Additional Conference Space in Pikeville, Kentucky (with Esra Calvert and Dr. Muzzo Uysal)
- The Economic Impacts of the Audacy Oceanfront Concert Series held in conjunction with the 60th Annual East Coast Surfing Championships
- The Economic Impacts of Virginia’s Civil Rights in Education Heritage Trail (with Chuck Wyatt)
- The Economic Impacts of Michigan’s Ports and Harbors (with Dr. John Crotts)
- The Economic and Fiscal Impacts of Doe Mountain Recreation Area (with Chuck Wyatt)
- The Economic Impacts of the Virginia Capital Trail (with Lauren Pilkington and Chuck Wyatt)
- The Economic Impacts of Agritourism in Loudoun County, VA
- Potential Economic Impacts of a Shooting and Archery Range Complex in the SRRA Area (with Chuck Wyatt)
- The Economic Impacts of the Southern Virginia Higher Education Center
- The Economic Impacts of Southside Virginia Community College
- Potential Economic Impacts and Factors Contributing to the Success of Rail-to-Trail Conversions (with Chuck Wyatt)
- The Economic Impacts of Spearhead Trails (with Chuck Wyatt)
- The Fiscal and Economic Impacts of Virginia’s Agritourism Industry (with Esra Calvert and Dr. Martha Walker)
- The Economic Significance and Impacts of West Virginia’s State Parks and Forests (with Dr. Muzzo Uysal)

CORPORATE PROFILE

The Institute for Service Research (ISR) is a market research and economic modeling firm headquartered in Virginia Beach. The firm is incorporated in Virginia and trademarked with the U.S. patent office.

{Related references and sources begin on the next page}



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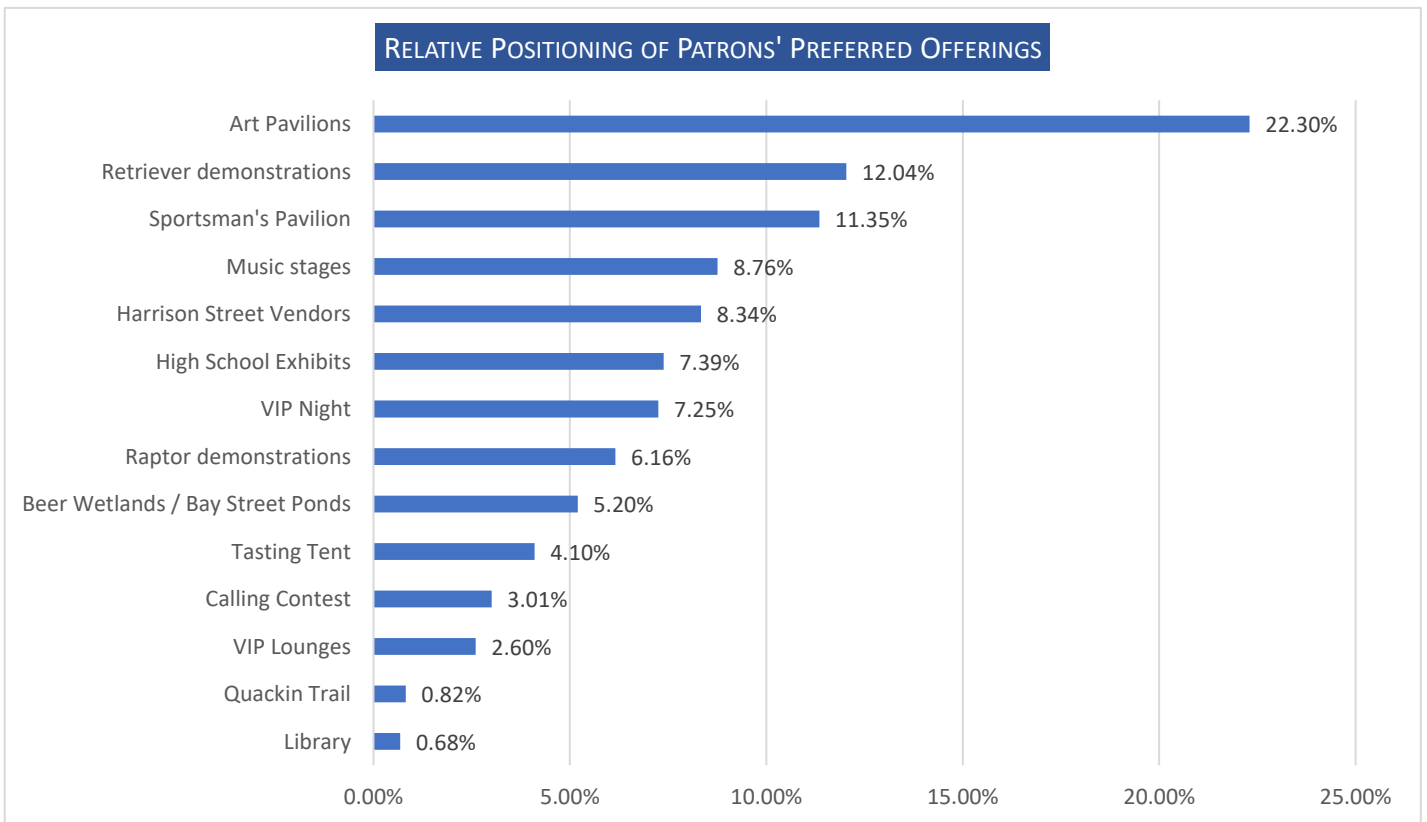
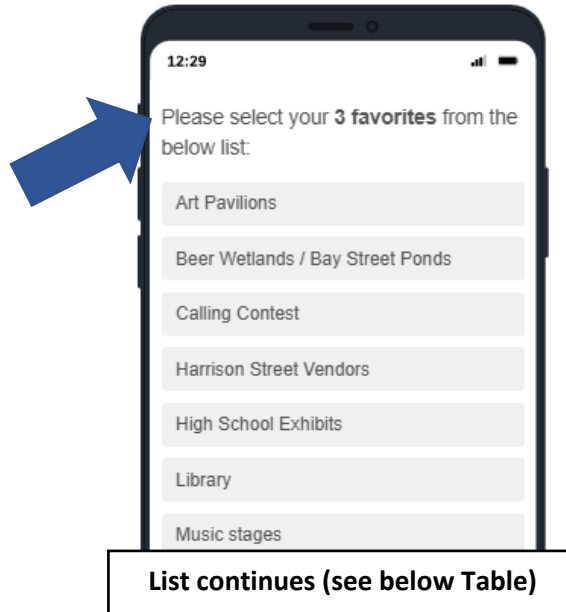
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{Appendices begin on the next page}

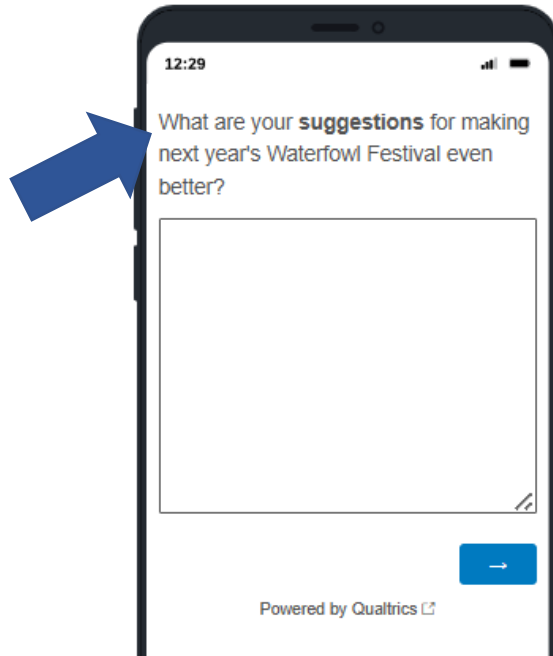
Appendices

APPENDIX A: RELATIVE POSITIONING OF PATRONS' PREFERRED OFFERINGS



{Appendix B begins on the next page}

APPENDIX B: SUGGESTIONS FOR IMPROVEMENT FROM PATRONS (VERBATIM)



Suggestions for Improvement Dashboard:

<https://ql.tc/yd01yT>

{Appendix C begins on the next page}

APPENDIX C: DASHBOARD OF SATISFACTION RATINGS OF FESTIVAL COMPONENTS

Please **only** rate the festival aspects that your party experienced:

	Poor	Fair	Neutral	Good	Excellent
Attractions guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink and food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival maps & directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handicap accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quackin Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction Dashboard:

<https://ql.tc/R9yMzV>

{END OF REPORT}