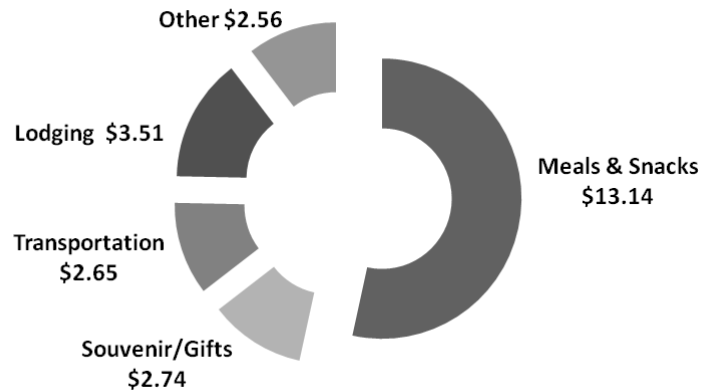




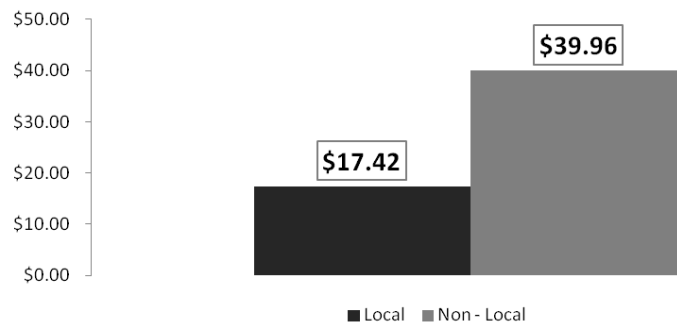
Arts Facts . . . Spending by Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more.

Nonprofit Arts Attendees Spend an Average of \$24.60 Per Person (Not including admission costs)



Non-Local Arts Audiences Spend More Than Twice as Much as Local Audiences



- When governments reduce their support for the arts, they are not cutting frills. Rather, they are undercutting an industry that is a cornerstone of tourism, economic development, and the revitalization of many communities. When governments increase their support for the arts, they are generating tax revenues, supporting local jobs, and fueling a creativity-based economy.
- Data collected from 151,802 attendees at a range of arts events revealed that nonprofit arts and culture audiences generated \$24.60 per person, per event, beyond the cost of admission.
- Arts attendees who live outside the county in which the arts event takes place spend more than twice as much as their local counterparts (\$39.96 vs. \$17.42). Communities that attract cultural tourists stand to harness significant economic rewards. These non-residents make up 32 percent of attendees at arts events. Fifty-nine percent of nonlocal attendees report that the primary reason for their trip is "specifically to attend this arts/culture event."
- Visit www.AmericansForTheArts.org/aep for more information on our *Arts & Economic Prosperity IV* study.

Source: *Arts & Economic Prosperity IV™*, Americans for the Arts. 2012.