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

- **Souvenir/Gifts**: $2.74
- **Meals & Snacks**: $13.14
- **Transportation**: $2.65
- **Lodging**: $3.51
- **Other**: $2.56

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](http://www.AmericansForTheArts.org/aep) for more information on our *Arts & Economic Prosperity IV* study.

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