Cultural Audiences Spend an Average of $31.47 Per Person, Per Event
(Not including admission costs)

**Average Per Person Per Event**
Audience Expenditures: $31.47

- **$4.48** Overnight Lodging
- **$16.82** Meals / Snacks / Refreshments
- **$4.49** Gifts / Souvenirs
- **$0.29** Other
- **$1.92** Clothing / Accessories
- **$3.09** Local Ground Transportation
- **$0.38** Child Care

**Local vs. Nonlocal Arts Audience Spending**

- **Local Audience Spending** // $23.44
- **Nonlocal Audience Spending** // $47.57

The average audience expenditure does not include cost of admission.

- Data collected during 2016 from 212,691 attendees at a range of performances, events, and exhibits in 341 U.S. communities revealed that audiences spend an average $31.47 per person, per event (excluding the cost of admission) because of their attendance.
- Cultural attendees who live outside the county in which the event takes place spend more than twice as much as their local counterparts ($47.57 vs. $23.44). Communities that attract cultural tourists stand to harness these significant economic rewards.
- Non-residents make up 34 percent of cultural audiences. Sixty-nine percent of nonlocal attendees report that the primary reason for their trip is “specifically to attend this arts/culture event.”

Cutting support for the arts means 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 supporting local jobs, generating tax revenues, and fueling a creativity-based economy. Visit [www.AmericansForTheArts.org/AEPS5](http://www.AmericansForTheArts.org/AEPS5) for more information on the Arts & Economic Prosperity 5 study.

*Source: Arts & Economic Prosperity® 5, Americans for the Arts. 2017.*