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

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

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

**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.

- When patrons attend an arts event, they may pay for parking, eat at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 212,691 audience surveys conducted in the AEP5 study, the typical attendee spends $31.47 per person, per event, beyond the cost of admission.

- 34% of attendees came from outside the county in which the arts event took place. They spent twice as much as their local counterparts ($47.57 vs. $23.44). When asked WHY they traveled from out of town to attend that arts event, 69% reported that the primary reason for their trip was, “Specifically to attend this arts event.” This demonstrates the power of the arts to attract out-of-town visitors.

- Communities that attract culture tourists stand to harness these significant economic rewards. When governments invest in the arts, they are supporting local jobs, generating tax revenues, fueling a creativity-based economy, and driving tourism.


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