Nonprofit Arts Attendees Spend an Average of $27.79 Per Person

Non-Local Arts Audiences Spend 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 downtowns. When governments increase their support for the arts, they are generating tax revenues, jobs, and a creativity-based economy.

- Data collected from 95,000 attendees at a range of arts events reveal an average spending of $27.79 per person, not including the price of admission. This spending generates an estimated $103.1 billion of valuable revenue annually for local merchants and their communities.

- Non-local audiences spend nearly twice as much as local attendees ($40.19 compared to $19.53), demonstrating that a community that attracts cultural tourists stands to harness significant economic rewards.