

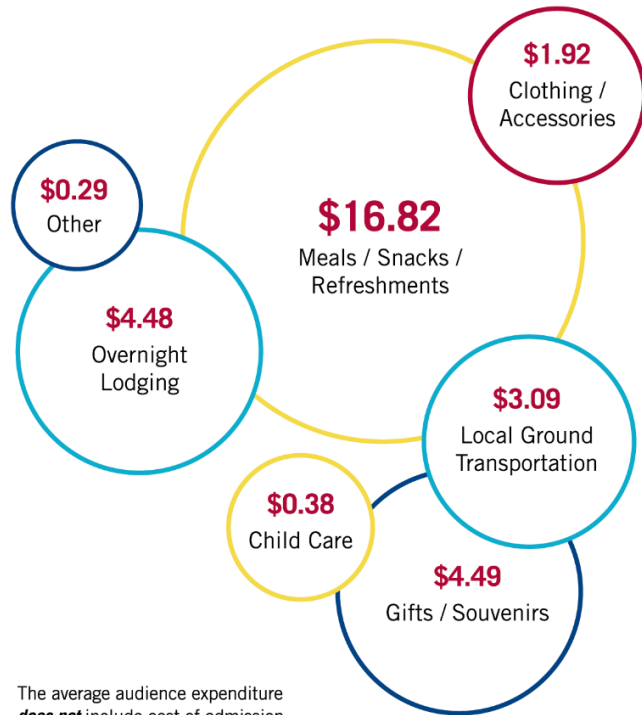
Arts Facts . . . Spending by Arts Audiences

The arts leverage significant amounts of event-related spending by their audiences. Attendees to nonprofit arts and culture events spend an average of \$31.47 per person, per event (beyond the cost of admission).

**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



The average audience expenditure *does not* include cost of admission.

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // \$23.44



Nonlocal Audience Spending // \$47.57



- 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.
- Visit www.AmericansForTheArts.org/AEP5 for more information on the *Arts & Economic Prosperity 5* study.

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