

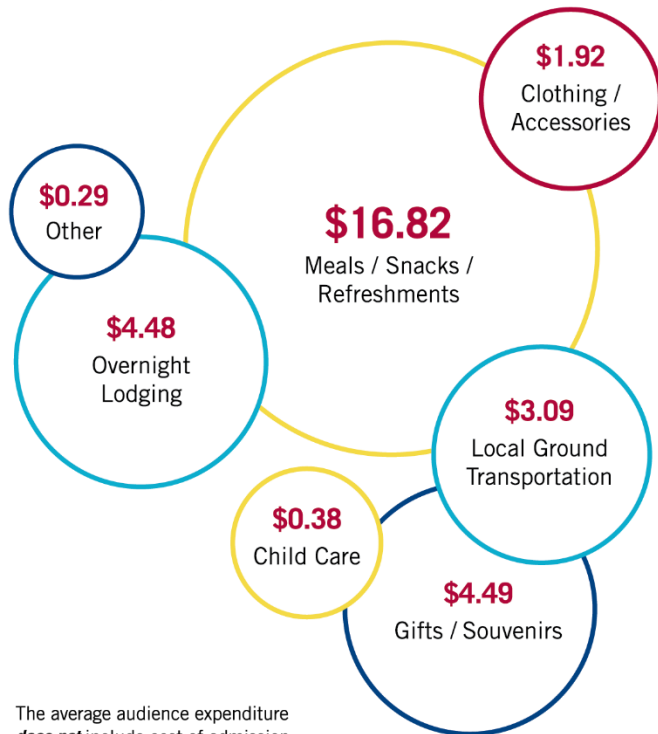
Arts Facts . . . Spending by Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences; an average \$31.47 per person, per event (excluding the cost of admission).

**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



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



- 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/AEP5 for more information on the Arts & Economic Prosperity 5 study.

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