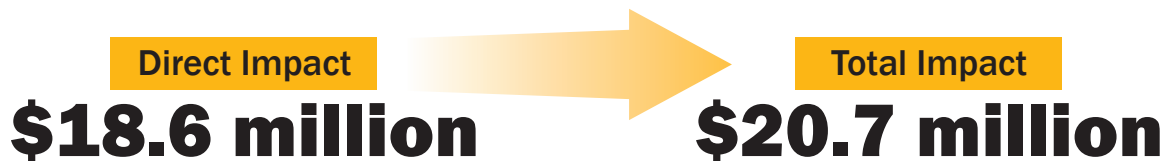




\$20.7m
Total economic
impact of < 20% of
music venues

Audiences at 26 traditional music venues in 18 counties were surveyed in 2011

Visitor Spending



Attendees who travel specifically for the event spend 1.85 times more than visitors in the area for other reasons.

Not holding these events would be a loss of > \$13.5 million in spending in the region.

Traditional Music Audiences

40% of attendees came specifically for the event

More than 160 music venues thrive in the region

99% of attendees would return again!



116,000

Audience at the events studied



2.9

Average number of nights lodging spent by out-of-town audiences



1.25%

Average percent of annual household income spent on music



10

States represented in audiences surveyed

For every 100 visitors > \$4,000 will be spent in the community