

Festival Cultural Tourism & Economic Impact Statistics*

- **Economic Impact:** Vancouver “Day Visitors” spend \$32 per day; and “Overnight Visitors” spend \$126.45 per day**. Using these figures as a base, we estimate the average attendee spends \$65 AT the Festival and after shopping and visiting in Vancouver. This may include: hotel, sales to Festival artists, restaurants and wineries, shopping at downtown stores & boutique shops, Westfield Mall, fuel, parking fees, Farmer’s Market, etc. **Since 1998, the Festival has had a \$8,125,000 economic impact on the City of Vancouver. (125,000 X \$65 = \$8,125,000)**
- **Audience Demographics:** The following demographic information has been compiled through a detailed study of on-site Festival surveys, advance and post-Festival ticket sales reports, advertising statistics, address data collected from check and credit card sales, e-mail blasts, website hits, etc. The Festival website averages 1.5 Million hits annually.
 1. Visitors vs. Local Residents
 - 49% of Festival attendees are from Vancouver/Clark County
 - 51% of Festival attendees are out-of-town overnight and day visitors.
 2. Visitors have traveled from 17 States & Canada:
 - Alaska, California, Florida, Georgia, Idaho, Illinois, Kansas, Louisiana, Minnesota, Montana, Nevada, North Carolina, Oregon, Texas, Utah, Virginia, Washington & Canada.
 3. Oregon visitors traveled from (alphabetical sampling only):
 - Beaverton, Bend, Brightwood, Cascade Locks, Clackamas, Clatskanie, Cornelius, Corvallis, Eugene, Forest Grove, Grants Pass, Gresham, Happy Valley, Hillsboro, Keizer, Lake Oswego, Milwaukie, Portland, Salem, Sherwood, Tigard, Troutdale, West Linn, Wilsonville.
 4. Washington Visitors traveled from (alphabetical sampling only):
 - Auburn, Bainbridge Island, Battle Ground, Bellevue, Brush Prairie, Camas, Carson, Kelso, La Center, Lacey, Long Beach, Longview, Lynnwood, Mercer Island, Montesano, Mulkiteo, Olympia, Port Orchard, Port Townsend, Ridgefield, Seattle, Tacoma, Vashon Island, Washougal, Woodland, Yacolt, etc.
- **Attendance:** More than 125,000 people have attended the Festival since 1998.
- **Internationally Acclaimed Grammy-winning Jazz Artists:** The Festival has featured such artists as Judy Collins, Arturo Sandoval, Poncho Sanchez, David Sanborn, Kenny Loggins, Take 6, etc. All kinds of musical styles have been presented, from blues to ragtime, swing, bebop, big band, vocal jazz, R&B, traditional New Orleans, pop, smooth jazz, etc.
- **Regional and local jazz bands:** More than 150 jazz bands have appeared at the Festival...
- **Fine Artists:** The Festival has provided over 550 Artist Booths since 1998...
- **Wineries:** 25-35 Participating wineries each year are from Washington, Oregon, California, Idaho, and Canada. The Festival features 250+ wines. Purchases at 1-ounce taste, 5-ounce glass, bottle or case.



***Source:** These figures are compiled for the Festival from 1998-2009.

****Sources:** (as defined for Festival and Events by the Convention Industry Council, APEX Initiative; sighted and used as the standard by Vancouver USA Regional Tourism Office.