

OREGON SHAKESPEARE FESTIVAL STATE AND LOCAL ECONOMIC IMPACT - 2011

| Festival Operations | | | | | | | | | | |
|---------------------------------------------|-----------|--------------------|------|----|-----------|------|----|---------------|------|---------------|
| | Inc | Individual Parties | | | Groups | | | School Groups | | Totals |
| Total ticket sales for the year | | 326,251 | 83% | | 12,179 | 3% | | 52,335 | 13% | 390,765 |
| % of Visitors Who Come Specifically | y | | | | | | | | | |
| to Attend the Plays | | 254,476 | 78% | | 12,179 | 100% | | 52,335 | 100% | |
| Ticket Sales to: | | | | | | | | | | |
| Local Patrons | | 35,627 | 14% | | 3,732 | 11% | | 7,925 | 15% | |
| Visiting Patrons | | 218,849 | 86% | | 8,447 | 89% | | 44,410 | 85% | |
| Average number of plays seen | | 3.3 | | | 2.8 | | | 2.7 | | |
| Therefore the Number of Individuals | Seeing tl | he Plays is: | | | | | | | | |
| Locals | | 10796 | | | 1333 | | | 2935 | | 15064 |
| Visitors | | 66318 | | | 3017 | | | 16448 | | 85783 |
| Average Number of Nights Stayed | | | | | | | | | | |
| Visitors | | 3.2 | | | 2.2 | | | 1.7 | | |
| Average Daily Expenditure for Visito | ors | | | | | | | | | |
| Excluding Theatre Tickets: | \$ | 103.00 | | \$ | 103.00 | | \$ | 103.00 | | |
| Therefore Total Expenditures For | | | | | | | | | | |
| Visitors | \$2 | 21,790,082 | | | \$683,604 | | | \$2,880,065 | | \$25,353,751 |
| Festival's Actual Expenditures for the Year | | | | | | | | | | \$30,096,767 |
| Total - Direct Local Impact | | | | | | | | | | \$55,450,518 |
| Oregon Multiplier | | | | | | | | | x | 2.9 |
| Total - Economic Impact of Festiv | al Opanat | ions on Orac | TOP. | | | | | | | \$160,806,502 |
| Total - Economic impact of Testiv | ai Operai | TOUS OU OLE | 5011 | | | | | | | Ψ100,600,302 |