

49TH ANNUAL PARK CITY KIMBALL ARTS FESTIVAL

2018 IMPACT & DEMOGRAPHICS

TOTAL ECONOMIC IMPACT:
\$23,314,237 (+12%)

TOTAL VISITORS:
49,921

GENDER:
55% FEMALE
45% MALE



LODGING UP 10%

34% BOOKED LODGING IN PARK CITY

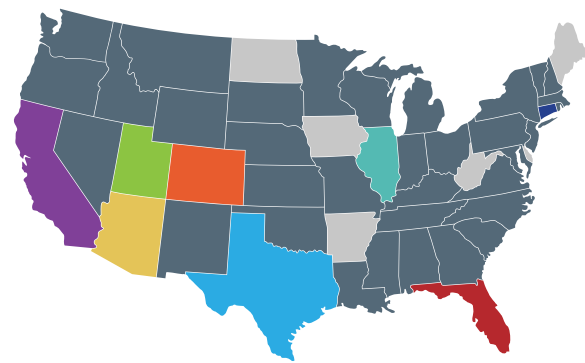
4-DAY 60%
 3-DAY 11%
 2-DAY 24%
 1-DAY 5%

WAS THE ARTS FESTIVAL YOUR PRIMARY REASON FOR VISITING PARK CITY?

YES 50%
NO 50%

TOTAL MEDIA IMPRESSIONS:

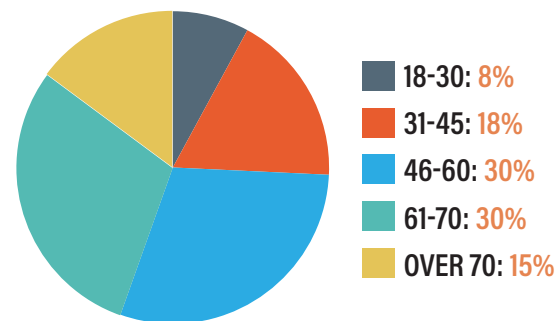
30,000,000 +
 INCLUDING NATIONAL TV BROADCAST



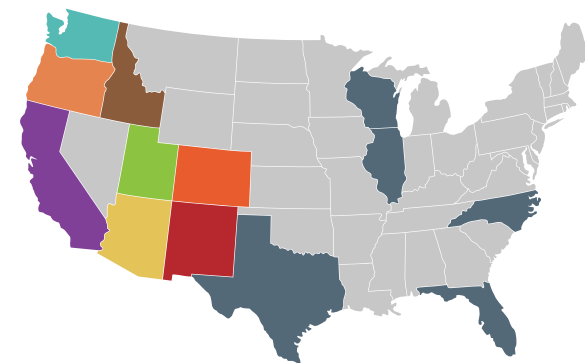
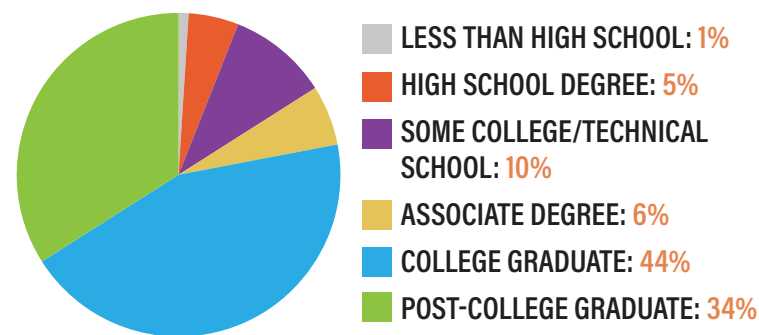
ATTENDEES' RESIDENCE

UTAH	56.3%
CALIFORNIA	6.8%
TEXAS	5.4%
FLORIDA	4.4%
ARIZONA	4.1%
ILLINOIS	2.7%
COLORADO	2.4%
CONNECTICUT	1.2%
OTHER STATES	16.7%

AGE RANGE OF ATTENDEES



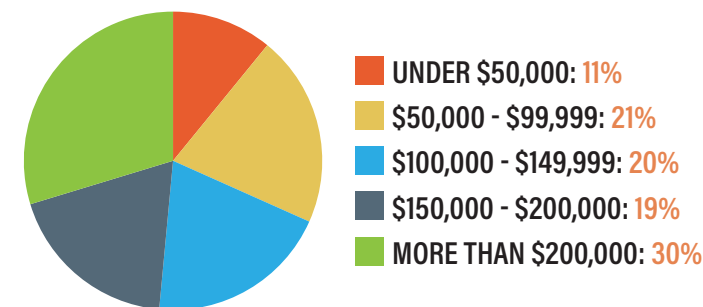
LAST EDUCATION LEVEL COMPLETED



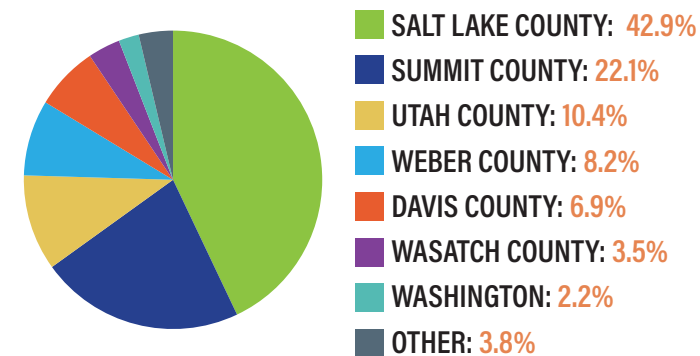
ARTIST EXHIBITORS' RESIDENCE

UTAH	23%
CALIFORNIA	10%
COLORADO	10%
ARIZONA	9%
OREGON	7%
NEW MEXICO	6%
WASHINGTON	4%
OTHER STATES	31%
NEW ARTISTS	28%

ANNUAL HOUSEHOLD INCOME



UTAH ATTENDEES' BREAKDOWN BY COUNTY



ARTISTS

955

APPLICATIONS SUBMITTED

227

TOTAL ACCEPTED ARTISTS (MOST EVER)

34

STATES REPRESENTED PLUS CANADA

VOLUNTEERS

2,245

TOTAL HOURS

519

INDIVIDUAL SHIFTS

387

VOLUNTEERS

ARTIST FEEDBACK

"THE KIMBALL ARTS FESTIVAL ENDED UP BEING THE HIGHEST GROSSING EVENT OF MY CAREER THUS FAR."

"IT HAS BEEN OUR RECORD SHOW EVERY YEAR. IT IS RUN LIKE A WELL-OILED MACHINE. I CAN'T SAY ENOUGH GOOD THINGS ABOUT THIS SHOW."

"I SOLD A PAINTING FOR \$20,000. SO, WOW!"

"A HEARTFELT THANK YOU FOR MY BEST KIMBALL ARTS FESTIVAL. IT CONTINUES TO BE MY FAVORITE SHOW TO BE IN."

For more information, please contact Canice Harte at the Kimball Art Center via email: canice.harte@kimballartcenter.org or by calling 435.649.8882