



**OREGON SHAKESPEARE FESTIVAL
STATE AND LOCAL ECONOMIC IMPACT - 2009**

Festival Operations	Individual Parties		Groups		School Groups		Totals	
Total ticket sales for the year	334,131	81%	16,105	4%	59,798	15%	410,034	
% of Visitors Who Come Specifically to Attend the Plays	277,329	83%	16,105	100%	59,798	100%		
Ticket Sales to:								
Local Groups	38,826	14%	3,732	23%	6,083	10%		
Visiting Groups	238,503	86%	12,373	77%	53,715	90%		
Average number of plays seen	3.6		2.8		2.7			
Therefore the Number of Individuals Seeing the Plays is:								
Locals	10785		1333		2253		14371	
Visitors	66251		4419		19894		90564	
Average Number of Nights Stayed								
Visitors	3.4		2.2		1.7			
Average Daily Expenditure for Visitors Excluding Theatre Tickets:	\$ 129.23		\$ 120.88		\$ 98.39			
Therefore Total Expenditures For Visitors	\$29,109,613		\$1,175,146		\$3,327,495		\$33,612,254	
Festival's Actual Expenditures for the Year							\$26,560,195	
Total - Direct Local Impact							\$60,172,449	
Oregon Multiplier						x	2.9	
Total - Economic Impact of Festival Operations on Oregon								\$174,500,102