

# Riverbend 2015: Brief Report

A collaborative effort of:  
*Friends of the Festival*  
*UT Chattanooga*  
*City of Chattanooga*

## Visitor Statistics

Travel Info			
	People in Party	3.16	
	Days	3.73	
	Nights	3.45	
Lodging			
	No overnight stay	45	35%
	Friends	28	22%
	Home Rental	30	23%
	Hotel	10	8%
	Other	13	10%
Reason for coming			
	Riverbend	96	74%
	Friends	12	9%
	Business	12	9%
	Attractions	2	2%
	Other	5	4%

## Economic Impact

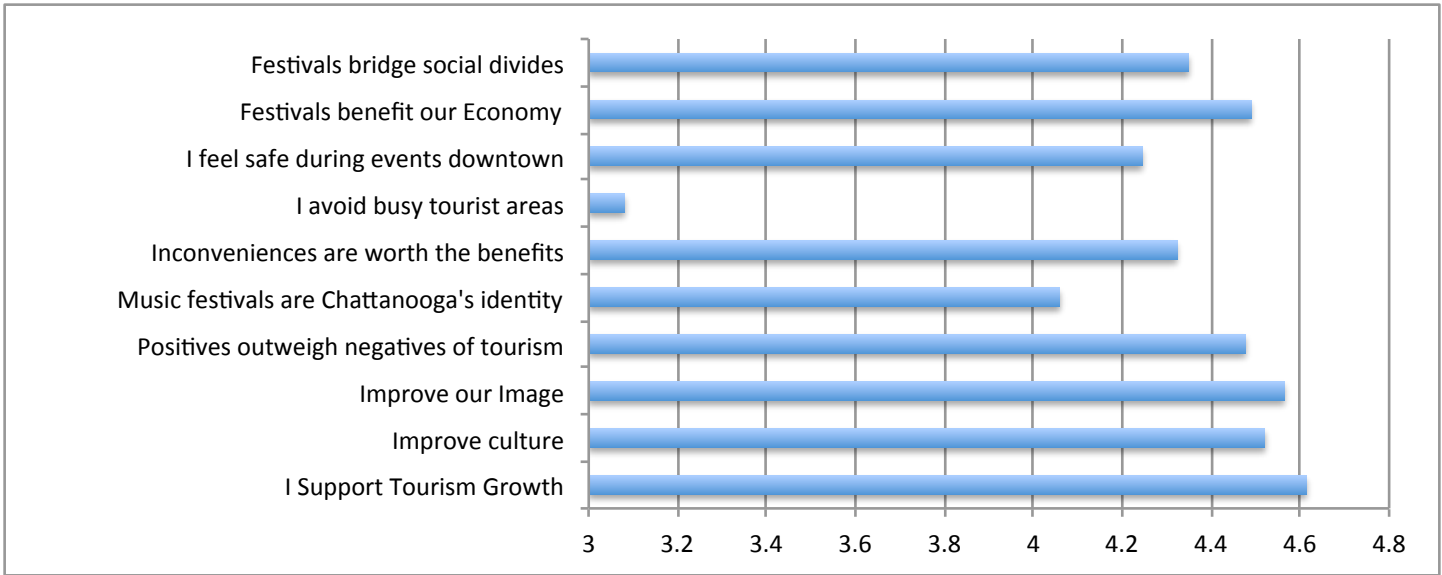
Total Direct Economic Impact	
Food	\$6,480,068.81
Lodging	\$7,106,138.10
Entertainment	\$3,227,307.42
Shopping	\$4,429,358.27
Trans	\$2,632,738.98
Other	\$2,119,617.50
<b>TOTAL</b>	<b>\$25,995,229.07*</b>
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% spent inside gates	45%
% visitors	21%
Estimated attendance	650,000**

\* Direct Economic Impact formula: (Total attendance \* % visitors) \* (total expenditures \* % spent outside Riverbend gates).

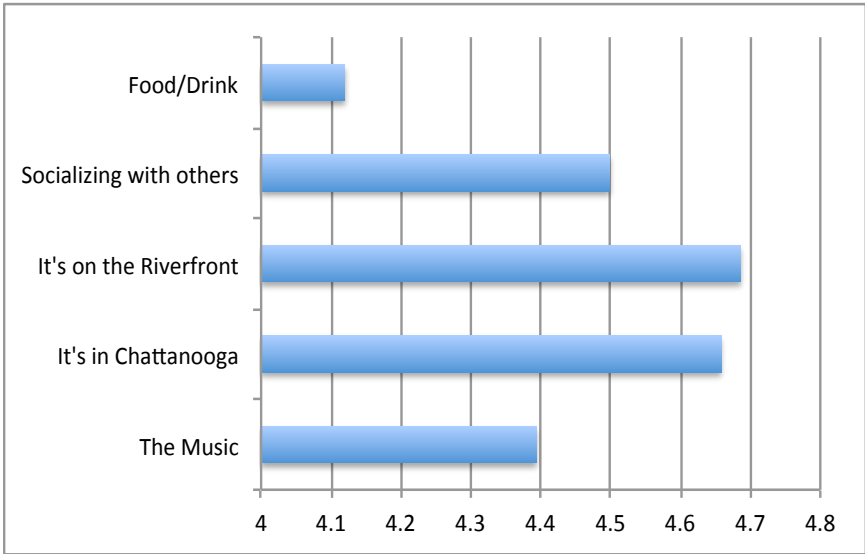
\*\* Estimated attendance was provided by Friends of the Festival based on that of previous years. Official numbers are yet to be released.

## Descriptive Information of Resident and Visitor Attendees

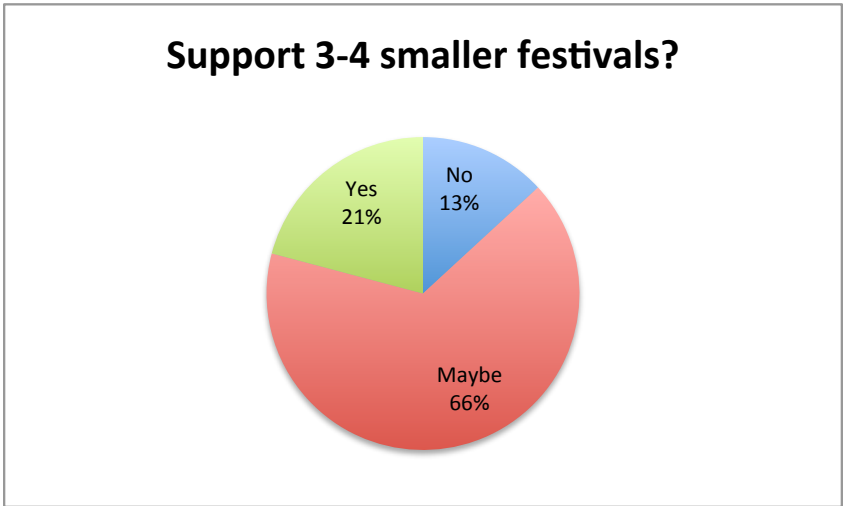
	Resident		Visitor	
White	258	64%	98	76%
Black	88	22%	19	15%
Hispanic	16	4%	2	2%
Asian	19	5%	3	2%
Pacific	1	0%	1	1%
Native	3	1%	2	2%
other	11	3%	3	2%
<hr/>				
Male	140	35%	50	39%
Female	252	63%	78	60%
<hr/>				
Avg. Age	30		36	
# Children	1		1	
Avg. Yrs in HC	14			
<hr/>				
<b>Education</b>				
<hr/>				
Some HS	50	12%	7	5%
HS Degree	73	18%	37	29%
Some College	151	37%	43	33%
BS or BA	93	23%	27	21%
MS	19	5%	9	7%
Ph.D.	3	1%	3	2%
<hr/>				
<b>Income</b>				
<hr/>				
< 25k	98	24%	34	26%
25k-35k	51	13%	19	15%
35k-60k	111	28%	27	21%
60k-100k	60	15%	22	17%
100k-150k	47	12%	15	12%
150k-250k	11	3%	5	4%
250k+	9	2%	1	1%



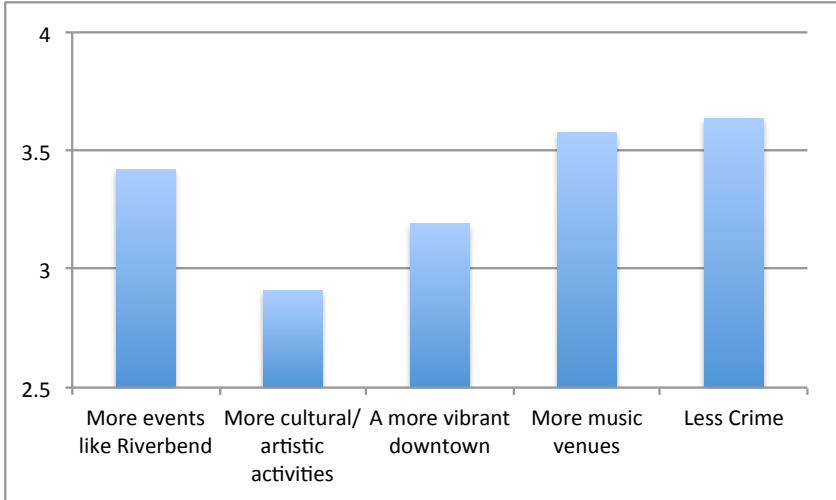
**Figure 2. Perceived benefits of Riverbend for Residents**



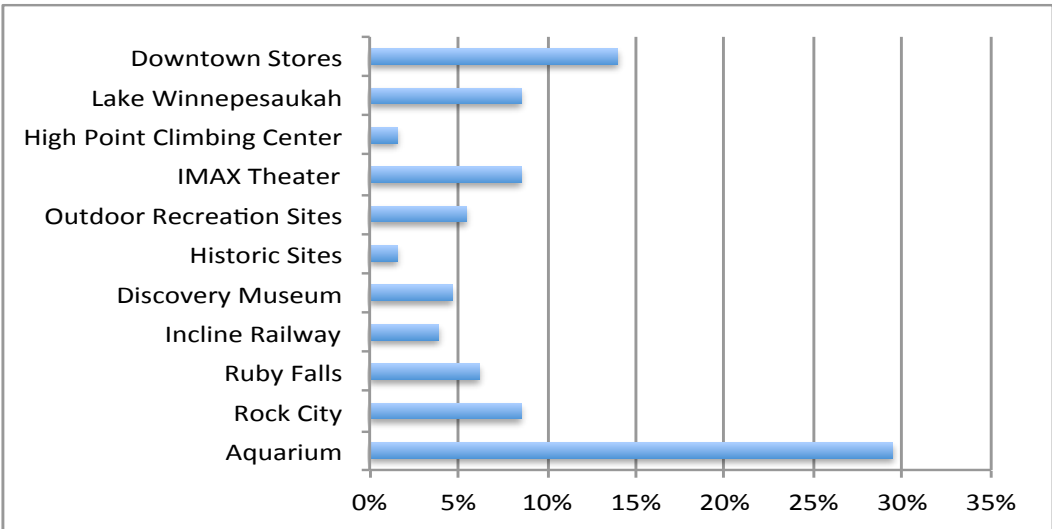
**Figure 1. Best parts of Riverbend**



**Figure 3. Support for transition to shorter events**



**Figure 4. What would bring you here more often?**



**Figure 5. Other Attractions visited**