

**THE ECONOMIC IMPACTS OF THE
2012 SUNDANCE FILM FESTIVAL
HELD IN UTAH FROM
JANUARY 19, 2012 TO JANUARY 29, 2012**

PREPARED BY

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March 2012



**Bureau of Economic and Business Research
DAVID ECCLES SCHOOL OF BUSINESS | THE UNIVERSITY OF UTAH**

ECONOMIC IMPACTS OF THE 2012 SUNDANCE FILM FESTIVAL

The Bureau of Economic and Business Research (BEBR) at the University of Utah has estimated the economic impacts of the 2012 Sundance Film Festival (the Festival) held in the state of Utah from January 19, 2012 through January 29, 2012. The impact estimates were based on (1) intercept surveys of Festival attendees conducted by BEBR survey staff each day during the Festival and (2) expenditures made by the Sundance Institute to produce the Festival.

The survey findings summarized in this report are based on 410 intercept surveys conducted at three of the four areas where Festival films are shown (locations). These include Park City, Salt Lake City, and Ogden. Films are also shown at the Sundance Resort in Utah County. No surveys were conducted at that venue in 2012.

The results of the surveys are summarized in the body of this report. Supporting information and statistical tables are provided in Appendices A through F. The expenditures made by the Sundance Institute to produce the Festival are detailed in Appendix G.

The economic impacts of the 2012 Sundance Film Festival have been estimated using a regional impact model known as RIMS II, developed by the U.S. Department of Commerce, Bureau of Economic Analysis. A discussion of RIMS II is also provided in Appendix G.

MAJOR FINDINGS

- An estimated 46,731 people attended the Sundance Film Festival in 2012, a two percent increase over the 2011 attendance estimate of 45,797 and a 13 percent increase over 2010 attendance.
- The economic impacts of nonresident visitor spending during the 2012 Sundance Film Festival include \$69.7 million in gross state product and \$36.0 million in earnings for Utah workers. This level of earnings supported 1,376 jobs in the state of Utah, generated \$4.5 million in state tax revenue and \$2.0 million in tax revenue for local units of government. These impacts occurred over a 10-day period from January 19, 2012 through January 29, 2012.
- The economic impacts of spending made in Utah by the Sundance Institute to produce the 2012 Sundance Film Festival include \$10.5 million in gross state product and \$4.5 million in earnings for Utah workers. This level of earnings supported a total of 355 jobs, generated almost \$397,000 in state tax revenue and about \$90,000 in revenue for local governments. These impacts occurred between September 2011 and February 10, 2012.

- Slightly more than one-third of festival attendees were Utah residents (15,610 or 33.4 percent). Of these, 45 percent are residents of Salt Lake County. About 25 percent live in Summit County and 12.1 percent live in Weber County. Film venues are located in all of these counties.
- Nonresident attendees accounted for 66.6 percent of all Festival attendees in 2012, or 31,121 visitors. This is virtually the same ratio of nonresident attendees estimated in 2011. The largest share of nonresident visitors are residents of the U.S. (25,326 visitors). Of these, about 43 percent were residents of three states—California, New York and Colorado.
- The festival attracted an estimated 5,795 international visitors in 2012. People from 21 countries traveled to Utah for the 2012 Sundance Film Festival. Visitors from Canada accounted for the single largest share of international visitors (23.5 percent) followed by France, China and England.
- As a share of total attendance, this segment of film attendees has increased significantly over the past four years, growing from 6.8 percent of all Festival attendees in 2009 to 12.4 percent in 2012.
- Of the estimated 31,121 nonresident Festival attendees, approximately 35 percent indicated this was their first visit to Utah, 84 percent said they traveled to Utah specifically to attend the Festival and 44 percent indicated they would visit Utah again during the next year.
- While the Sundance Film Festival appeals to people of all ages, more than one-quarter of those who attended in 2012 were between the ages of 26 and 35 and 22 percent were between the ages of 36 and 45. About 12 percent of attendees were over 55 and the smallest share (1 percent) were under the age of 19.
- About 52 percent of Festival attendees in 2012 were male as compared with 44 percent in 2011.
- Festival attendees tend to be well educated, about 77 percent are college graduates. Approximately 20 percent have attained a master's degree and about 7 percent indicated they had a doctorate degree.
- About 41 percent of those who attended the Festival in 2012 had an annual household income of \$100,000 or more—slightly lower than the 43 percent reported in 2011. Nonresident attendees were more likely to have high annual incomes—46 percent compared with 30 percent of Utah residents.
- An increasing share of Festival attendees classify themselves as entertainment industry professionals. Of those attending the 2012 Film Festival, almost 27 percent said they were involved with the entertainment industry in a professional capacity, up from 22 percent in 2011.

- Most Festival attendees identified themselves as “non-entertainment professionals” (50 percent) and students accounted for 11 percent of attendees.

FILM FESTIVAL ACTIVITIES

- Festival attendees expected to spend an average of about 4.6 days at the Festival and attend about 6 screenings. A small share of attendees (13 percent) indicated they would participate in Festival activities for 9 or more days and slightly more than one-quarter indicated they intended to see at least 10 films. The majority of these individuals were residents of Utah and California.
- Film screenings are offered at theaters in four locations—Park City, Salt Lake City, Sundance Resort and Ogden. About 77 percent of Festival attendees who planned to see at least one movie indicated they would watch most of their films in Park City. This percentage was highest for nonresident attendees—93 percent compared with about 47 percent for Utah residents.
- More than 60 percent of those attending the 2012 Sundance Film Festival have attended in the past. The average number of previous visits was about 5. Utah residents were most likely to have attended a past festival—about 84 percent indicated they had attended about 6 previous festivals. About half of all nonresidents indicated they had attended past festivals, with an average past attendance of 4 times
- A majority of those attending the 2012 Festival said they would attend a future Festival (81 percent), including 90 percent of Utah residents and about 76 percent of nonresidents.

RECREATIONAL ACTIVITIES

- Almost 30 percent of nonresident attendees said they intended to ski or snowboard in Utah during their stay. This equates to about 8,838 people. The most popular resorts for skiing were Park City and Deer Valley. More than 60 percent of nonresidents attending the Festival said they planned to ski at least one full day at Park City Mountain Resort and nearly 37 percent indicated they would ski at Deer Valley resort.

LODGING AND TRANSPORTATION

- Nonresidents planned to stay an average of almost 7 nights during their visit. Almost 46 percent stayed commercially (in a hotel, motel or inn) and about 30 percent stayed in a condominium or timeshare. Nearly 15 percent stayed with friends and family.
- The Deer Valley/Park City area was the preferred location for nonresident attendees. An estimated 73 percent of nonresidents who attended the Festival stayed in this area, including those staying commercially as well as those staying with friends or family.

- Approximately 19 percent of nonresident attendees stayed in the Salt Lake area, 3.4 percent stayed at the Sundance Resort, and 4.5 percent stayed in other areas of the state.
- Eighty-four percent of nonresident attendees traveled to Utah via air services (26,235 people) and 13 percent traveled to Utah in private vehicles.

ATTENDEE SPENDING

- During the Festival, attendees spent a total of \$67.1 million. Of this amount, nonresident spending totaled \$63.2 million while Utah residents spent \$3.9 million (Table 1).
- The weighted average daily spending by Festival attendees was \$252.99. Nonresidents averaged \$343.70 each day during their stay and Utah residents spent an average of \$72.15 each day they attended the Festival.

Table 1
2012 Sundance Film Festival
Total Festival-Related Attendee Spending

Spending Category	Utah Residents	Non Residents	Total
Lodging	\$49,796	\$30,007,491	\$30,057,287
Meals	\$1,840,263	\$15,972,853	\$17,813,116
Car Rental	\$0	\$2,975,790	\$2,975,790
Other Transportation	\$3,278	\$910,289	\$913,567
Recreation/Entertainment	\$562,116	\$4,472,399	\$5,034,515
Other Retail Purchases	\$1,444,706	\$8,899,050	\$10,343,756
Total	\$3,900,159	\$63,237,872	\$67,138,031

Note: Total spending is based on the average total spending per person during his/her stay.

Source: Calculated by BEBR based on intercept surveys conducted during the Festival.

- Total spending per person averaged \$1,436.69. Nonresidents spent a total of \$2,032 per person during their stay and Utah residents spent an average of \$249.85. Total spending is the sum of the average daily amounts that each attendee spent during his/her stay in Utah.
- Total spending for lodging averaged \$643.20 and accounted for 45 percent of all expenditures made by Festival attendees (Table 2). Total spending for food and beverages averaged \$381.18, followed by miscellaneous retail purchases (\$221.35) and recreation and entertainment (\$107.73).

Table 2
2012 Sundance Film Festival
Total Weighted Average
Spending Per Person

Spending Category	Amount Spent
Lodging	\$643.20
Meals	\$381.18
Car Rental	\$63.68
Other Transportation	\$19.55
Recreation/Entertainment	\$107.73
Other Retail Purchases	\$221.35
Total	\$1,436.69

Source: Calculated by BEBR based on intercept surveys conducted during the Festival.

- Total Festival-related spending increased 15 percent over 2011 levels, driven by increases in lodging expenditures and retail purchases (Table 3). Lodging expenditures increased largely as the result of longer stays (an average of 6 nights in 2011 and 7 nights in 2012). Daily spending for lodging remained relatively unchanged (101.13 in 2011 and \$99.97 in 2012).

Table 3
2012 Sundance Film Festival
Total Festival-Related Attendee Spending
2011 and 2012 Comparison

Spending Category	2011	2012	Dollar Change
Lodging	\$25,825,453	\$30,057,287	\$4,231,834
Meals	\$16,478,005	\$17,813,116	\$1,335,111
Car Rental	\$2,513,917	\$2,975,790	\$461,873
Other Transportation	\$1,301,596	\$913,567	(\$388,029)
Recreation/Entertainment	\$5,766,604	\$5,034,515	(\$732,089)
Other Retail Purchases	\$6,706,547	\$10,343,755	\$3,637,208
Total	\$58,592,121	\$67,138,031	\$8,545,910

Data for 2011 were obtained from a previous report compiled by BEBR for the Sundance Institute.

Source: Calculated by BEBR based on intercept surveys conducted during the Festival.

ECONOMIC IMPACT ESTIMATES

The economic impact estimates presented here include (1) the impacts of purchases made by *nonresidents* who attended the 2012 Sundance Film Festival and (2) the impact of expenditures made in Utah by the Sundance Institute to produce the Festival. The impact estimates were generated using an economic impact model known as RIMS II, developed by the Bureau of Economic Analysis. The model has been regionalized for Utah.

Impacts of Nonresident Spending

- Spending by *nonresidents* attending the 2012 Sundance Film Festival totaled \$63.2 million. These expenditures translate to an increase in gross state product (GSP) of \$69.7million. They also generated almost \$36 million in earnings for Utah residents and supported 1,376 jobs in Utah from January 19, 2012 through January 29, 2012. ¹
- Expenditures made by nonresident attendees generated nearly \$6.5 million in state and local taxes.
- Airline tickets purchased by nonresident attendees generate passenger facility charges (PFCs) that are paid to the Salt Lake City International Airport. The estimated amount of these charges generated by airline ticket purchases is \$97,857.

A comparison of the Festival's economic impacts for 2011 and 2012 is presented in Table 4.

Table 4
2012 Sundance Film Festival
Economic Impact of Nonresident Spending
2011 and 2012 Comparison

Impact Type	2011	2012	Change
Gross State Product	\$64,515,559	\$69,730,659	\$5,215,100
Earnings	\$32,384,319	\$35,973,335	\$3,589,016
Jobs	1,338	1,376	38
State Tax Revenue	4,077,877	4,460,711	382,834
Local Tax Revenue	1,798,347	2,022,475	224,128
Passenger Facility Charges	\$82,202	\$97,857	\$15,655

Notes: (1) The economic impacts for 2011 were obtained from a previous report compiled by BEBR. (2) The 2011 impacts occurred during January 20-January 30, 2011. the 2012 Impacts occurred during January 19-January 29, 2012.

Source: Calculated by BEBR based on intercept surveys conducted during the Festival.

¹ Earnings is the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income. Jobs include both full-time and part-time employment.

Impacts of Sundance Institute Spending in Utah

- To produce the 2012 Film Festival, the Sundance Institute spent roughly \$8.8 million, of which \$5.7 million was spent in the state of Utah. The economic impacts of these expenditures include approximately \$10.5 million in GSP, \$4.5 million in earnings and 355 jobs (Table 5). These impacts occurred during a six-month period beginning in September 2011 and ending February 2012.
- The fiscal impacts associated with Sundance Institute’s spending included \$396,539 in state tax revenue and \$89,752 in tax revenue for local units of government (Table 5).
- When the economic impacts of the Sundance Institute are combined with the impacts of nonresident spending during the Festival, the 2012 Sundance Film Festival supported 1,731 jobs in Utah, generated nearly \$41 million in earnings for Utah residents, and contributed \$80.3 million in GSP for the state (Table 5).

Table 5
2012 Sundance Film Festival
Economic Impact of Sundance Institute Spending
2011 and 2012 Comparison

Impact Type	2011	2012	Change
Gross State Product	\$7,939,743	\$10,525,259	\$2,585,516
Earnings	\$3,425,798	\$4,532,915	\$1,107,117
Jobs	298	355	57
State Tax Revenue	\$296,331	\$396,539	\$100,208
Local Tax Revenue	\$67,861	\$89,752	\$21,891

Notes: (1) The economic impacts for 2011 were obtained from a previous report compiled by BEBR. (2) The economic impacts for each year occur during the six month period from September through February 10.

Source: Calculated by BEBR based on data supplied by the Sundance Institute.

Table 6
2012 Sundance Film Festival
Economic Impact Summary
Sundance Institute Spending and Nonresident Spending

Impact Type	Sundance Institute Spending Impacts	Nonresident Festival Spending Impacts	Total Impact
Gross State Product	\$10,525,259	\$69,730,659	\$80,255,918
Earnings	\$4,532,915	\$35,973,335	\$40,506,250
Jobs	355	1,376	1,731
State Tax Revenue	\$396,593	\$4,460,711	\$4,857,304
Local Tax Revenue	\$89,752	\$2,022,475	\$2,112,227

Notes: The impacts reported for the Sundance Institute spending occurred during September 2011 and February 10, 2012. The Impacts reported for Nonresident Spending occurred during January 19, 2012 and January 29, 2012.

Source: Calculated by BEBR based on data supplied by the Sundance Institute and intercept surveys conducted by BEBR during the Festival.

Table 7
2012 Sundance Film Festival
Total Economic Impact Summary
Sundance Institute Spending and Nonresident Spending
2011 and 2012 Comparison

Impact Type	2011	2012	Change
Gross State Product	\$70,866,820	\$80,255,918	\$9,389,098
Earnings	\$34,993,079	\$40,506,250	\$5,513,171
Jobs	1,605	1,731	126
State/ Tax Revenue	\$5,876,125	\$6,969,477	\$1,093,352

The economic impacts for 2011 were obtained from a previous report compiled by BEBR.

Source: Bureau of Economic and Business Research, University of Utah, 2012.

APPENDIX

SURVEY OF PERSONS ATTENDING THE 2012 SUNDANCE FILM FESTIVAL

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A. ATTENDANCE INFORMATION

A-1. Estimated Attendance and Sample Size

Total Estimated Attendance	46,731
Surveys	410

The sample size of 410 from an estimated population of 46,731 attendees is sufficient to generate a maximum margin of error of 4.82 percentage points at the 95 percent confidence level.

A-2. Primary Location Where Festival Attendees Will View Screenings

Place	Percent
Park City	76.6
Salt Lake City	17.3
Ogden	5.1
Sundance Resort	1.0
Total	100.0

Note: "Primary location" is where the respondent indicated he/she would attend most screenings.

A-3. Primary Location Where Festival Attendees Will View Screenings 2011 and 2012 Comparison

Place	2011	Percent	2012	Percent
Park City	34,668	75.7	35,796	76.6
Salt Lake City	5,221	11.4	8,084	17.3
Ogden	2,336	5.1	2,383	5.1
Sundance Resort	962	2.1	327	0.2
Uncertain/Not attending	2,610	5.7	140	0.7
Total	45,797	100.0	46731	100.0

B. SPENDING AND ECONOMIC IMPACT OF SPENDING

B-1. Estimated Weighted Daily Average Spending per Person All Attendees

Spending Category	Weighted Daily Average	Standard Error of the Mean
Lodging	\$99.97	\$5.83
Meals	\$66.33	\$3.64
Automobile Rental	\$11.03	\$1.22
Other Transportation	\$3.79	\$0.72
Recreation/Entertainment	\$25.36	\$3.18
Other Retail Purchases	\$46.51	\$5.38
Total	\$252.99	\$19.71

A 95% confidence interval for the weighted daily average spending per person is \$252.99 +/- \$19.71 (adjusted for finite populations), producing a range of \$233.28 to \$272.70.

B-2. Estimated Daily Average Spending per Person Utah Resident and Nonresident Comparison

Spending Category	Utah Residents		Nonresidents	
	Daily Average	Standard Error of the Mean	Daily Average	Standard Error of the Mean
Lodging	\$0.53	\$0.53	\$149.85	\$8.49
Meals	\$33.52	\$2.96	\$82.79	\$3.98
Automobile Rental	\$0.00	\$0.00	\$16.57	\$1.83
Other Transportation	\$0.14	\$0.10	\$5.62	\$1.03
Recreation/Entertainment	\$14.42	\$1.66	\$30.84	\$3.94
Other Retail Purchases	\$23.54	\$2.88	\$58.03	\$6.64
Total	\$72.15	\$8.74	\$343.70	\$23.86

A 95% confidence interval for daily average spending by Utah residents is \$72.15 +/- \$8.74 (adjusted for finite populations), producing a range of \$63.41 to \$80.89.

A 95% confidence interval for daily average spending by nonresidents is \$343.70 +/- \$23.86 (adjusted for finite populations), producing a range of \$319.84 to \$367.56.

B-3. Estimated Total Weighted Average Spending per Person

Spending Category	Weighted Total Average	Standard Error of the Mean
Lodging	\$643.20	\$41.98
Meals	\$381.18	\$25.12
Automobile Rental	\$63.68	\$7.98
Other Transportation	\$19.55	\$3.35
Recreation/Entertainment	\$107.73	\$9.56
Other Retail Purchases	\$221.35	\$18.97
Total	\$1,436.69	\$107.85

A 95% confidence interval for weighted total average spending per person is \$1,436.69 +/- \$107.85 (adjusted for finite populations), producing a range of \$1,328.84 to \$1,544.54.

B-4. Estimated Total Average Spending Per Person Utah Resident and Nonresident Comparison

Spending Category	Utah Residents		Nonresidents	
	Total Average	Standard Error of the Mean	Total Average	Standard Error of the Mean
Lodging	\$3.19	\$3.19	\$964.22	\$61.43
Meals	\$117.89	\$12.73	\$513.25	\$31.33
Automobile Rental	\$0.00	\$0.00	\$95.62	\$11.99
Other Transportation	\$0.21	\$0.21	\$29.25	\$4.94
Recreation/Entertainment	\$36.01	\$4.63	\$143.71	\$12.02
Other Retail Purchases	\$92.55	\$9.59	\$285.95	\$23.67
Total	\$249.85	\$32.87	\$2,032.00	\$145.46

A 95% confidence interval for total average spending by Utah residents is \$249.85 +/- \$32.87 (adjusted for finite populations), producing a range of \$216.98 to \$282.72.

A 95% confidence interval for total average spending by nonresidents is \$2,032 +/- \$145.46 (adjusted for finite populations), producing a range of \$1,886.54 to \$2,177.46.

**B-5. Estimated Total Weighted Average Spending per Person
2011 and 2012 Comparison**

Spending Category	2011 Total Average	2012 Total Average	Dollar Change
Lodging	\$563.91	\$643.20	\$79.29
Meals	\$359.81	\$381.18	\$21.37
Automobile Rental	\$54.89	\$63.68	\$8.79
Other Transportation	\$28.42	\$19.55	(\$8.87)
Recreation	\$125.92	\$107.73	(\$18.19)
Other Purchases	\$146.44	\$221.35	\$74.91
Total	\$1,279.39	\$1,436.69	\$160.30

Note: Data for 2011 were obtained from a previous report compiled by BEBR.

**B-6. Estimated Total Average Spending per Person
Utah Resident and Nonresident Comparison: 2011 and 2012**

Spending Category	Utah Residents		Nonresidents	
	2011	2012	2011	2012
Lodging	\$11.23	\$3.19	\$838.50	\$964.22
Meals	\$156.99	\$117.89	\$460.57	\$513.25
Automobile Rental	\$0.03	\$0.00	\$82.15	\$95.62
Other Transportation	\$10.61	\$0.21	\$37.27	\$29.25
Recreation	\$31.31	\$36.01	\$172.92	\$143.71
Other Purchases	\$64.08	\$92.55	\$187.36	\$285.95
Total	\$274.25	\$249.85	\$1,778.77	\$2,032.00

Note: Data for 2011 were obtained from a previous report compiled by BEBR.

**B-7. Estimated Total Spending
Utah Resident and Nonresident Comparison**

Spending Category	Utah Residents	Nonresidents	Grand Total
Lodging	\$49,796	\$30,007,941	\$30,057,287
Meals	\$1,840,263	\$15,972,853	\$17,813,116
Automobile Rental	\$0	\$2,975,790	\$2,975,790
Other Transportation	\$3,278	\$910,289	\$913,567
Sporting/Recreation	\$562,116	\$4,472,399	\$5,034,515
Other Retail Purchases	\$1,444,706	\$8,899,050	\$10,343,756
Total	\$3,900,159	\$63,237,872	\$67,138,031

**B-8. Estimated Economic Impacts of Nonresident Spending
2011 and 2012 Comparison**

Impact Variable	2011	2012	Change
Gross State Product	\$64,515,559	\$69,730,659	\$5,215,100
Earnings	\$32,384,319	\$35,973,335	\$3,589,016
Jobs	1,338	1,376	38
State Tax Revenue	\$4,077,877	\$4,460,711	\$382,834
Local Tax Revenue	\$1,798,347	\$2,022,475	\$224,128

Note: Data for 2011 were obtained from a previous report compiled by BEBR.

C. DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS OF SUNDANCE FILM FESTIVAL ATTENDEES

C-1. Residency of Sundance Film Festival Attendees

Resident of Utah	Percent	Number
Yes	33.4	15,610
No	66.6	31,121
Total	100.0	46,731

C-2. County of Residence Utah Residents Only

County	Percent	Number
Salt Lake	45.1	7,025
Summit	26.4	4,121
Weber	12.1	1,889
Utah	7.9	1,233
Wasatch	2.9	453
All Other	5.7	890
Total	100.0	15,610

C-3. U.S. Residency of Sundance Film Festival Attendees

U.S. Resident	Percent	Number
Yes	87.6	40,936
No	12.4	5,795
Total	100.0	46,731

C-4. Place of Residency of Sundance Film Festival Attendees

State or Country	Percent	State or Country	Percent
Utah	33.4	Alaska	.5
California	15.9	Hawaii	.5
New York	5.1	Nevada	.5
Colorado	2.9	New Mexico	.5
Canada	2.9	North Carolina	.5
Texas	2.0	Oregon	.5
Florida	1.7	Vermont	.5
Idaho	1.7	Wyoming	.5
Arizona	1.5	Japan	.5
Washington D.C.	1.2	India	.5
Illinois	1.2	Norway	.5
Maryland	1.2	South Africa	.5
Massachusetts	1.2	Delaware	.2
Minnesota	1.2	Indiana	.2
New Jersey	1.2	Iowa	.2
Pennsylvania	1.2	Maine	.2
Wisconsin	1.2	Mississippi	.2
Michigan	1.0	New Hampshire	.2
Virginia	1.0	Oklahoma	.2
France	1.0	Tennessee	.2
China	1.0	West Virginia	.2
England	1.0	Mexico	.2
Connecticut	.7	Australia	.2
Georgia	.7	Sweden	.2
Kentucky	.7	Finland	.2
Missouri	.7	Poland	.2
Montana	.7	Netherlands	.2
Ohio	.7	Spain	.2
Washington	.7	Taiwan	.2
Ireland	.7	Russia	.2
Germany	.7	Nigeria	.2
Austria	.7		
Alabama	.5	Total	100.0

Note: Foreign countries are highlighted.

C-5. Age of Sundance Film Festival Attendees

Age Group	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Under 19	1.0	2.1	.4
19 to 25	20.0	22.0	19.0
26 to 35	26.8	25.5	27.5
36 to 45	22.0	18.4	23.8
46 to 55	18.5	14.2	20.8
Over 55	11.7	17.7	8.6
Total	100.0	100.0	100.0

C-6. Gender of Sundance Film Festival Attendees

Gender	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Male	51.5	53.2	50.6
Female	48.5	46.8	49.4
Total	100.0	100.0	100.0

C-7. Educational Attainment Level of Sundance Film Festival Attendees

Maximum Level of Attainment	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
High School Graduate	22.6	27.9	19.8
Bachelor's Degree	50.4	47.9	51.7
Master's Degree	20.3	15.7	22.8
Doctorate	6.7	8.6	5.7
Total	100.0	100.0	100.0

Note: Category of "High School Graduate " includes individuals still in high school.

C-8. Occupation of Sundance Film Festival Attendees

Occupation	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Entertainment Professional	26.6	5.7	37.5
Non-entertainment Professional	50.0	61.0	44.2
Press	1.7	1.4	1.9
Student	11.2	14.2	9.7
Other	10.5	17.7	6.7
Total	100.0	100.0	100.0

C-9. Household Income of Sundance Film Festival Attendees

Household Income	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Less than \$35,000	17.3	25.2	13.1
\$35,000 to \$49,999	13.0	17.3	10.8
\$50,000 to \$99,999	28.6	27.3	29.2
\$100,000 to \$199,999	27.3	20.9	30.8
\$200,000+	13.8	9.4	15.6
Total	100.0	100.0	100.0

D. FESTIVAL STATISTICS

D-1. Number of Days Attending the Sundance Film Festival

Days of Attendance	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
1	13.9	24.1	8.6
2	14.4	18.4	12.3
3	13.2	12.8	13.4
4	13.7	9.2	16.0
5	11.5	11.3	11.5
6	10.0	9.2	10.4
7	6.3	2.1	8.6
8	4.1	3.5	4.5
9	2.4	2.1	2.6
10+	10.3	7.1	12.3
Total	100.0	100.0	

D-2. Summary Statistics Number of Days Attending the Sundance Film Festival

	All Attendees	Utah Residents	Non-Residents
Mean	4.60	3.82	5.01
Standard Error	.139	.229	.170
Median	4.00	3.00	4.00
Standard Deviation	2.82	2.72	2.79
Variance	7.95	7.38	7.79

D-3. Number of Intended Screenings

Number of Screenings	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
0	.7	1.4	.4
1	5.1	5.7	4.8
2	13.4	24.8	7.4
3	11.0	14.9	8.9
4	10.0	9.2	10.4
5	9.3	11.3	8.2
6	6.3	7.1	5.9
7	8.5	9.2	8.2
8	6.6	5.0	7.4
9	3.9	2.1	4.8
10	17.8	5.7	24.2
11+	7.3	3.5	9.4
Total	100.0	100.0	100.0

**D-4 Summary Statistics
Number of Intended Screenings**

	All Attendees	Utah Residents	Non-Residents
Mean	6.03	4.58	6.79
Standard Error	.168	.245	.208
Median	6.00	4.00	7.00
Standard Deviation	3.40	2.90	3.40
Variance	11.60	8.44	11.60

D-5. Location Where Most Screenings Will Be Viewed

Place	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Park City	76.6	46.1	92.6
Salt Lake City	17.3	41.1	4.8
Ogden	.2	11.3	1.9
Sundance	5.1	0	.4
Not attending	.7	1.4	.4
Total	100.0	100.0	100.0

Note: Not attending includes respondents who indicated they would not attend any screenings during the Festival.

D-6. All Locations Where Attendees Will View Screenings

Place	All Attendees		Utah Residents		Nonresidents	
	Yes	No	Yes	No	Yes	No
Park City	87.3	12.7	71.6	28.4	95.5	4.5
Salt Lake City	35.9	64.1	59.6	40.4	23.4	76.6
Sundance	11.0	89.0	7.1	92.9	13.0	87.0
Ogden	8.5	91.5	17.7	82.3	3.7	96.3

Note: Includes only respondents who intended to view screenings.

D-7. Nonresidents Visiting Utah Primarily to Attend the Sundance Film Festival

Response	Percent
Yes	84.3
No	15.7
Total	100.0

D-8. First Time Visiting Utah
(Nonresidents Only)

Response	Percent
Yes	35.3
No	64.7
Total	100.0

D-9. Prior Attendance at a Sundance Film Festival

Prior Attendance	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
Yes	62.2	84.4	50.6
No	37.8	15.6	49.4
Total	100.0	100.0	100.0

D-10. Number of Times Previously Attended

Years of Prior Attendance	All Attendees	Utah Residents	Nonresidents
	Percent	Percent	Percent
1	15.5	12.6	16.2
2	12.2	8.4	15.4
3	17.6	10.1	24.3
4	13.3	10.9	15.4
5	10.6	14.3	7.4
6	5.5	7.6	3.7
7	5.5	6.7	4.4
8	4.3	5.0	3.7
9	2.4	1.7	2.9
10	13.3	21.8	5.9
11+	.8	.8	.7
Total	100.0	100.0	100.0

Note: Distribution does not include participants who have not previously attended the Festival.

**D-11. Summary Statistics
Number of Previous Visits**

	All Attendees	Utah Residents	Non-Residents
Mean	4.75	5.61	4.01
Standard Error	.205	.321	.247
Median	4.00	5.00	3.00
Standard Deviation	3.28	3.50	2.88

D-12. Percent of Attendees Who Plan to Attend the Sundance Film Festival Next Year

	All Attendees	Utah Residents	Nonresidents
Response	Percent	Percent	Percent
Yes	81.0	90.1	76.2
No	16.8	8.5	21.2
Uncertain	2.2	1.4	2.6
Total	100.0	100.0	100.0

E. RECREATIONAL ACTIVITIES OF SUNDANCE FILM FESTIVAL ATTENDEES

E-1. Nonresident Attendees Who Intend to Visit Utah Within the Next 12 Months

Response	Percent	Number
Yes	44.2	13,755
No	46.1	14,347
Uncertain	9.7	3,019
Total	100.0	31,121

E-2. Number of Accompanying Visitors

	Nonresident Visitors
Mean	3.24
Standard Error	.203
Median	3.00
Standard Deviation	2.21

E-3. Nonresident Attendees Who Plan to Ski or Snowboard While Attending the Sundance Film Festival

Response	Percent	Number
Yes	28.4	8,838
No/Uncertain	71.6	22,283
Total	100.0	31,121

E-4. Resorts Where Nonresident Attendees Intend to Ski or Snowboard

N=8,838

Resort	Percent	Average Number of Days
Deer Valley	36.9	1.8
Park City Mountain Resort	61.9	1.9
The Canyons	19.7	2.1
White Pines	1.3	1.0
Other Utah Resorts	8.10	1.3

E-5. Number of Days Skiing or Snowboarding, by Resort

Number of Days Skiing	Deer Valley	Park City	The Canyons	White Pines	Other Resorts
	Percent	Percent	Percent	Percent	Percent
0	63.2	38.2	80.3	98.7	88.2
1	22.4	30.3	9.2	1.3	6.6
2	5.3	14.5	1.3	--	1.1
3	5.3	11.8	5.3	--	.4
4	2.6	5.3	2.6	--	--
5	--	--	1.3	--	--
6+	1.3	--	--	--	--

F. LODGING AND TRANSPORTATION STATISTICS

F-1. Type of Lodging Used by Nonresident Attendees

Lodging Type	Percent
Hotel/Motel	45.9
Condo Rental	23.5
Friends/Family	14.9
Private Home Rental	8.6
Timeshare	6.0
Other	1.1
Total	100.0

F-2. Location of Lodging Used by Nonresident Attendees

Location	Valid Percent
Deer Valley/Park City Area	73.0
Salt Lake County	19.1
Sundance Resort	3.4
Ogden Area	2.6
Other	1.9
Total	100.0

F-3. Number of Nights of Lodging of Nonresident Attendees

Number of Nights	Percent
1	.4
2	1.5
3	2.6
4	13.0
5	18.6
6	12.6
7	11.9
8	13.8
9	4.1
10+	21.5
Total	100.0

**F-4. Summary Statistics
Number of Nights of Lodging**

(Nonresidents)

	Nonresident Attendees
Mean	6.93
Standard Error	.153
Median	7.00
Standard Deviation	2.51

F-5. Primary Form of Transportation to Utah to Attend the Festival

(Nonresidents)

Mode of Transportation	Percent	Number
Airplane	84.3	26,235
Private Vehicle	13.4	4,170
Bus	1.5	467
Other	.7	249
Total	100.0	31,121

G. ECONOMIC IMPACTS OF SUNDANCE INSTITUTE RELATED SPENDING

The economic impacts presented here are based on the operational expenditures made by the Sundance Institute (Institute) in Utah to produce the 2012 Sundance Film Festival. In developing these impacts, only the amount of money the Institute spends in Utah has been included.

To produce the 2012 Sundance Film Festival, the Institute spent approximately \$8.8 million dollars, of which \$5.7 million was spent locally. The economic impacts generated by these expenditures are shown below. Detailed spending and impact calculations are presented in Table G-2.

G-1. 2012 Sundance Film Festival Economic Impacts of Sundance Institute Spending

Impact Type	Direct Impacts	Indirect and Induced Impacts	Total Economic Impacts
Gross State Product	\$4,996,843	\$5,528,416	\$10,525,259
Earnings	\$1,776,883	\$2,756,032	\$4,532,915
Jobs	272	83	355

G-2. 2012 Sundance Film Festival Detailed Economic Impacts of Sundance Institute Spending

Industry Sector	Adj. Utah Spending ¹	Earnings Coefficient	Earnings Impact	Jobs Coefficient	Jobs Impact	Gross State Product Coefficient	Gross State Product Impact
Construction	\$313	.7356	\$230	19.76	.01	1.2235	\$383
Printing Services	\$24,065	.6103	\$14,687	16.54	.40	1.0348	\$24,903
Retail Trade	\$18,485	.6614	\$12,226	23.05	.43	1.2756	\$23,579
Air Transportation	\$2,840	.4185	\$1,188	9.39	.03	.8657	\$2,458
Ground Transportation	\$178,321	.9056	\$161,488	25.06	4.47	1.2875	\$229,589
Insurance	\$16,702	.5402	\$9,022	13.61	.23	1.2195	\$20,368
Property/Equipment Rental	\$1,232,586	.4860	\$599,037	12.43	15.33	1.2183	\$1,501,660
Advertising/Public Relations	\$19,503	.8294	\$16,176	20.22	.39	1.3751	\$26,819
Business Services	\$228,090	.8294	\$189,178	20.22	4.61	1.3751	\$313,646
Professional/Technical Svcs.	\$465,689	.8294	\$386,242	20.22	9.42	1.3751	\$640,369
Accommodations/Lodging	\$902,345	.6025	\$543,663	20.54	18.54	1.2028	\$1,085,341
Food and Beverage	\$344,246	.6362	\$219,010	28.78	9.91	1.1822	\$406,968
Wages and salaries	\$1,563,657	.3862	\$603,884	12.43	19.43	.8009	\$1,252,333
Totals	\$4,996,843		\$2,756,032		83.18		\$5,528,416

¹ Spending has been adjusted to account for trade margins and source of revenue.

Economic Impacts: Measures and Definitions

Economic impacts are the changes in the size and structure of a region's economy that occur when goods and services are purchased from vendors within the region with money generated outside the region. In the strictest interpretation, economic impacts occur *only* when "new" money enter the regional economy and is then spent locally. Such an inflow has the potential to expand the size and strength of the region's economy. Money spent outside the region is considered "leakage" and does not generate economic growth within the region. Likewise, purchases of goods and services by local residents from local vendors do not increase the economic base of the region; they simply reshuffle the existing resources.

Input-Output Models

Various models have been built to evaluate the economic impacts that occur with changes in regional exports. The key inputs to these models are the direct impacts, which are the spending injections into the community when goods produced locally are sold outside the region. One of the most commonly used models for regional impact analysis is the single-region input-output (I-O) model.

I-O models capture business-to-business purchases within a region. If an export base industry purchases raw materials, equipment or other inputs from local producers, this effectively increases the size of the region's export base; these are the indirect effects. These inter-industry linkages are captured in an I-O model. I-O models also capture induced spending generated when households supported by the direct and indirect activities purchase goods and services within the region. I-O models simultaneously describe the demand and supply relationships between industries by showing the final demand for goods and services and the inter-industry transactions required to satisfy that demand.

Using the construction industry as an example, an I-O model would identify all industries that provide goods and services to the construction industry. The I-O model also shows the value of goods and services provided by each industry directly to the construction industry, as well as all industries that are indirect suppliers to the initial supplying industries. These interactions continue until the value of supplies from all producing sectors that provide goods and services to the direct suppliers of the construction industry have been accounted for. This is called the "multiplier" effect.

RIMS II

RIMS II is the updated version of the Regional Input-Output Modeling System developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA) in 1970. RIMS II is based on an accounting framework called an input-output table, which shows the input and output structure of approximately 500 industries in the U.S. The BEA's regional economic accounts are used to adjust the national I-O table to show a region's industrial structure and trading patterns.² RIMS II multipliers can be estimated for any region in the U.S. that is composed of one or more counties, and for any industry or group of industries in the national I-O table.

² "Regional Input-Output Modeling Systems", U.S. Department of Commerce, Bureau of Economic Analysis available at www.bea.gov/regional/rims.

The impact effects produced using RIMS II are the net changes in value added, earnings and employment that occur when new dollars flow into a region and are then spent locally. The impacts represent the increase in the existing economic base of the region under study.

Estimating Fiscal Impacts

The fiscal impacts provided in this analysis were derived two ways. The fiscal impact of visitors' spending was estimated by applying the appropriate sales and use tax and other tax rates to total spending. The impact on state income tax was estimated by applying an "average tax" rate of 4.05 percent to the earnings estimate. The average tax rate was estimated using personal income data from the U.S. Department of Commerce, Bureau of Economic Analysis and income tax collections for the state of Utah as reported in the most current issue of *State and Local Government Finances* published by the U.S. Census Bureau.

The fiscal impacts of spending by the Sundance Institute were estimated by quantifying the relationship between earnings in the state of Utah and selected state and local tax collections, expressed as a ratio representing the effective state and local tax rates. This derived ratio was applied to the total earnings impacts. The effective state rate used in this analysis was 8.65 percent. The effective local rate was 1.98 percent.

The fiscal impact estimates for Sundance Institute spending are conservative. Using an effective tax rate methodology to calculate fiscal impacts assumes that state and local taxes are directly related to earnings. While this assumption holds with respect to state income tax, and to a lesser degree, sales tax, the relationship between earnings and other taxes, such as property tax, is less obvious; i.e. an increase in earnings may not affect property tax revenue or other tax revenue. Thus property tax and selected other taxes were not used in estimating the effective state and local tax ratios.

Definitions Used in This Report

Conceptually, economic impacts fall into three categories: direct, indirect and induced. The type of impacts generated include value added, earnings and jobs. These terms are defined below:

Direct Effects. The direct effects include (1) purchases of goods and services from local suppliers, and (2) wage and salary payments to employees.

Indirect Effects. The indirect effects are the additional business sales, jobs and income generated by direct purchases of goods and services from local suppliers. The purchases of these suppliers create subsequent rounds of spending, which when added to the initial suppliers' purchases represent the total indirect effects.

Induced Effects. The induced effects result when employees of the company making the direct purchases and employees of suppliers spend their earnings.

Gross State Product/Value Added. The additional value of a commodity over the cost of the commodities used to produce it from the previous stage of production. Value added is conceptually, equivalent to Gross State Product (GSP).

Earnings. Earnings are the sum of three components of personal income—wage and salary disbursements, supplements to wages and salaries, and proprietor’s income.

Jobs. Jobs generated using RIMS II include both full-time and part-time workers as well as the self-employed.