



## AUSTIN MUSIC PEOPLE WHITE PAPER 2013

### FACT SHEET – FEBRUARY 2013

Music continues to be the top reason to visit Austin. Those visitors, and local support of live music, serve as an enormous economic driver for the City.

- A study published in Spring 2012, funded by the City of Austin, reported that the 2010 economic impact of Austin's music industry was more than \$856 million, creating nearly 8,000 jobs and generating \$9.6 million in City tax revenues.
- Tallied separately, music tourism brought in another \$806 million, created 10,000 jobs, and generated \$28 million in City tax revenues - more than all other creative sector tourism combined.
- Together, these two Austin music industry categories created an economic impact of more than \$1.6 billion, and that number is growing annually as the economy recovers and as additional festival weeks and venues (like the COTA amphitheater) are added.
- In a 2010-11 study, funded by the Austin Convention & Visitors Bureau and the Austin Convention Center Department, of the respondents who visited Austin in the past 2 years, most visited multiple times. The most popular primary purpose for visiting Austin was pleasure/vacation, but additional interest in visiting Austin included the live music and culture/history.
- More than 77% of respondents said they "strongly agree" that Austin is a destination to enjoy live music, the most positive response of any category. If "agree" responses are included, the number leaps to 94.2%. (Other top responses included enjoying nightlife, seeing performing arts and attending special events, all categories that overlap with live music.) This combined number is up from 75% in 2003.
- In 2012, the Austin Convention and Visitors Bureau had more than 700 music inquiries, and provided booking referrals for Austin musicians for nearly 230 events.
- According to the City of Austin Music Division, Austin is home to 270 live music venues and more than 130 music-related nonprofits, of which more than a dozen are focused on music education
- *Economic impact of ACL Fest 2011: \$106 million*
- *Economic impact of SXSW 2012: \$190 million*
- *Economic impact of FFF 2012: \$27 million*

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