

2018 Sundance Film Festival Economic Impact





Mission

Sundance Institute is a nonprofit organization dedicated to the discovery and development of independent artists and audiences.

Through its programs, the Institute seeks to discover, support, and inspire independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work.

Sundance Film Festival

In 2018, over **124,000** people from all over the world came to Park City, Salt Lake City, and Sundance, Utah, to discover exciting stories from some of the world's best independent artists.

sundance
film festival

PARK CITY



2018 Festival Impacts

\$191.6 Million

ECONOMIC IMPACT (STATE GDP)

\$19.2 Million

IN STATE AND LOCAL TAX REVENUE

3,323 / \$100M

JOBS SUPPORTED

IN LOCAL WAGES

sundance
film festival

124,985

UNIQUE ATTENDEES EXPERIENCED
GROUNDBREAKING STORIES AT THE
SUNDANCE FILM FESTIVAL

44,600

TRAVELED TO SUNDANCE FILM
FESTIVAL FROM OUT OF STATE

89%

OF OUT-OF-STATE ATTENDEES PLAN TO
RETURN TO UTAH WITHIN A YEAR

Source: Y² Analytics



2018 Attendee Spending

TABLE 1: AGGREGATE SPENDING

	UTAH	NON-UTAH	COMBINED
<i>Lodging</i>	\$-	\$62,603,231	\$62,603,231
<i>Car Rental</i>	\$127,318	\$6,166,295	\$6,293,613
<i>Other Transportation</i>	\$2,674,029	\$11,273,223	\$13,947,252
<i>Meals</i>	\$9,891,170	\$30,478,623	\$40,369,794
<i>Recreation & Entertainment</i>	\$12,194,069	\$37,760,443	\$49,954,512
<i>Other Spending</i>	\$1,980,107	\$8,566,096	\$10,546,203
<i>Total</i>	\$26,866,694	\$156,847,911	\$183,714,605

OVER **85%** OF ALL
SPENDING COMES
FROM OUT-OF-STATE
VISITORS

Source: Y² Analytics

2018 Impact on State GDP

UNPARALLELED ROI ON PUBLIC INVESTMENT

TABLE 4: ECONOMIC IMPACTS

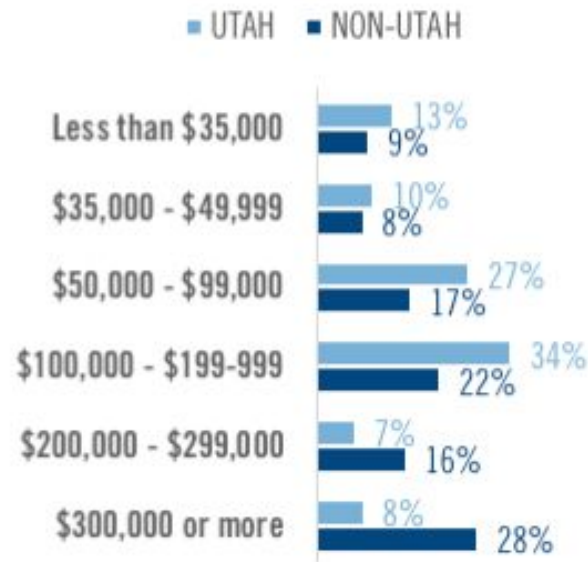
	NON-RESIDENT	SUNDANCE INSTITUTE	COMBINED
<i>Total Spending</i>	\$156,847,911	\$12,479,760	\$169,327,671
<i>Economic Impact (State GDP)</i>	\$179,794,290	\$11,776,360	\$191,570,651
<i>Total Output</i>	\$310,527,314	\$20,167,595	\$330,694,910
<i>Earnings</i>	\$93,720,914	\$6,294,064	\$100,014,978
<i>State and Local Taxes</i>	\$18,909,746	\$260,294	\$19,170,040
<i>Jobs</i>	3,158	164	3,323

Source: Y² Analytics

'18 Sundance Film Festival Audience

- **42%** of Festival attendees were **35 or younger**
- **80%** are college graduates, with **32%** having an advanced degree
- **55.5%** reported household income of **\$100,000+**
 - **44%** of non-residents reported household income of **\$200,000+**
- **31%** of non-residents reported this as their first Festival visit

Figure 2: Attendee income



Media Impressions

\$93.2 Million

TOTAL MEDIA VALUE

62,000

STORIES IN PRINT, ONLINE, AND TELEVISION

1,073

ACCREDITED PRESS FROM 28 COUNTRIES





Sundance Institute Digital Footprint

VIDEO CONTENT

130K

TOTAL VIEWS

12 LIVE-STREAMED PIECES

32

PRODUCED PIECES

40K TOTAL VIEWS

SOCIAL

2.1M

FOLLOWERS

42M

IMPRESSIONS

2.5M

SPONSOR IMPRESSIONS

ONLINE

4.2M

UNIQUE PAGE VIEWS ON SUNDANCE.ORG

300K

UNIQUE PAGE VIEWS ON FESTIVAL HOMEPAGE
(INCLUDES SPONSOR LOCKUP)

MOBILE APP

18.7K NEW DOWNLOADS

28.2K APP UPDATES (INSTALL REFRESHES)

4.4M TOTAL SCREEN VIEWS

573K TOTAL APP VISITS

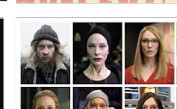
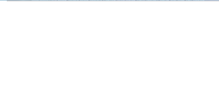
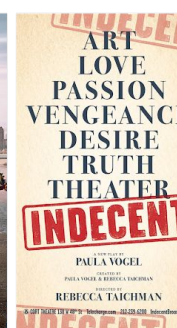
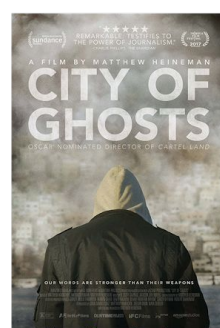
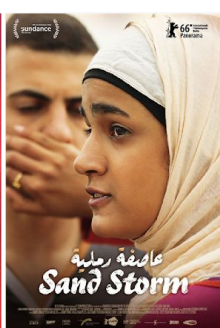
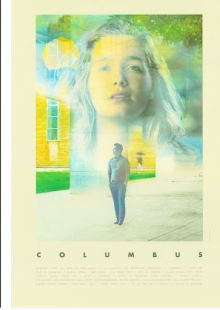
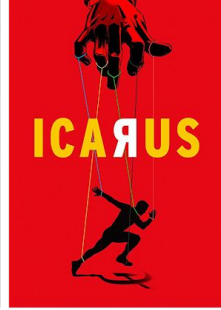
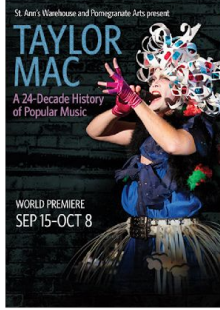
36.8K UNIQUE VISITORS

35 PUSH NOTIFICATIONS

17 SPONSOR PUSH NOTIFICATIONS

*Figures as of Feb. 2018
Online figures from 11/24/17-2/10/18*

In the past year,
Sundance-supported
films and theatre
productions reached
millions around
the world.



Global Community



21 COUNTRIES VISITED IN 2017

Canada	France	Netherlands
Chile	Germany	Qatar
China	Greece	South Africa
Cuba	Italy	Thailand
Denmark	Kenya	Tunisia
Egypt	Lebanon	United Arab Emirates
	Mexico	United Kingdom
		United States

48 COUNTRIES REPRESENTED BY 2017 ARTISTS

Australia	Egypt	Italy	New Zealand	Switzerland
Belgium	France	Jamaica	Norway	Syria
Brazil	Georgia	Japan	Philippines	Uganda
Bulgaria	Germany	Jordan	Poland	United Arab Emirates
Canada	Greece	Kenya	Portugal	Emirates
Chile	Hungary	Lebanon	Romania	United Kingdom
China	India	Liberia	Singapore	United States
Cuba	Iran	Libya	Spain	Uruguay
Cyprus	Ireland	Mexico	Swaziland	Zimbabwe
Denmark	Israel	Nepal	Sweden	

● SUNDANCE FESTIVALS

Utah Community Programs



AT THE 2018 FESTIVAL

6,000 UTAH LOCALS ATTENDED FREE COMMUNITY SCREENINGS

OVER 7,500 UTAH STUDENTS AND TEACHERS PARTICIPATED IN STUDENT OUTREACH PROGRAMS

2017 YEAR-ROUND COMMUNITY SCREENINGS

MORE THAN 8,200
INDIVIDUALS ATTENDED FREE PUBLIC SCREENINGS
THROUGHOUT UTAH





THANK YOU!

Sundance Institute serves as a dynamic incubator of film, theatre, and music artists, and connects audiences to their work through its Utah-based public programs including the Sundance Film Festival, Utah Community Programs, and Artist Labs.

Thank you for your support in making all of this possible!





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