

# 2018 Sundance Film Festival Economic Impact





# Mission

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**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.



# 2018 Festival Impacts

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## \$191.6 Million

ECONOMIC IMPACT (STATE GDP)

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## \$19.2 Million

IN STATE AND LOCAL TAX REVENUE

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## 3,323 / \$100M

JOBS SUPPORTED

IN LOCAL WAGES

sundance  
film festival

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## 124,985

UNIQUE ATTENDEES EXPERIENCED  
GROUNDBREAKING STORIES AT THE  
SUNDANCE FILM FESTIVAL

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## 44,600

TRAVELED TO SUNDANCE FILM  
FESTIVAL FROM OUT OF STATE

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## 89%

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

Source: Y<sup>2</sup> 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 &amp; 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	<b>\$156,847,911</b>	\$183,714,605

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

Source: Y<sup>2</sup> Analytics



# 2018 Impact on State GDP

## UNPARALLELED ROI ON PUBLIC INVESTMENT

TABLE 4: ECONOMIC IMPACTS

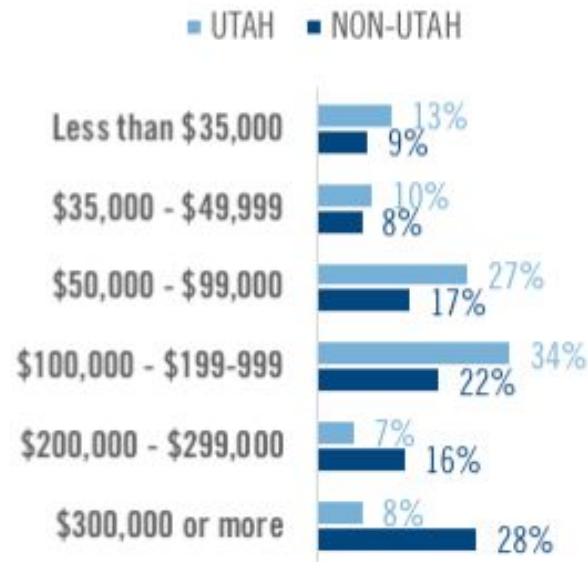
	NON-RESIDENT	SUNDANCE INSTITUTE	COMBINED
<i>Total Spending</i>	\$156,847,911	\$12,479,760	\$169,327,671
<i>Economic Impact (State GDP)</i>	\$179,794,290	\$11,776,360	<b>\$191,570,651</b>
<i>Total Output</i>	\$310,527,314	\$20,167,595	\$330,694,910
<i>Earnings</i>	\$93,720,914	\$6,294,064	\$100,014,978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

Source: Y<sup>2</sup> 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

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**\$93.2 Million**

TOTAL MEDIA VALUE

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**62,000**

STORIES IN PRINT, ONLINE, AND TELEVISION

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**1,073**

ACCREDITED PRESS FROM 28 COUNTRIES







# Sundance Institute Digital Footprint

## VIDEO CONTENT

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**130K**

TOTAL VIEWS

**12** LIVE-STREAMED PIECES

**32**

PRODUCED PIECES

**40K** TOTAL VIEWS

## SOCIAL

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**2.1M**

FOLLOWERS

**42M**

IMPRESSIONS

**2.5M**

SPONSOR IMPRESSIONS

## ONLINE

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**4.2M**

UNIQUE PAGE VIEWS ON SUNDANCE.ORG

**300K**

UNIQUE PAGE VIEWS ON FESTIVAL HOMEPAGE  
(INCLUDES SPONSOR LOCKUP)

## MOBILE APP

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**18.7K** NEW DOWNLOADS

**28.2K** APP UPDATES (INSTALL REFRESHES)

**4.4M** TOTAL SCREEN VIEWS

**573K** TOTAL APP VISITS

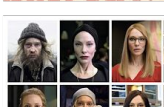
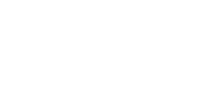
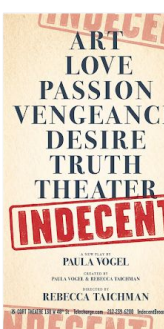
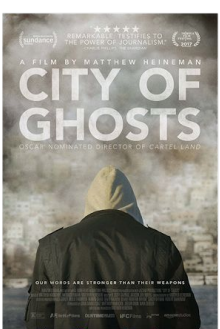
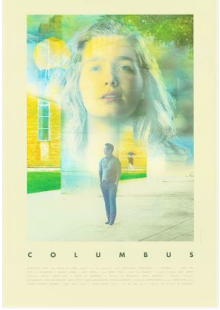
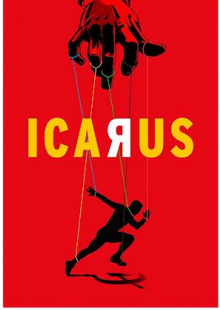
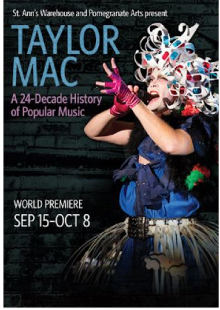
**36.8K** UNIQUE VISITORS

**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

A world map with a dark blue background. Landmasses are colored in shades of yellow and orange. A network of thin white lines connects various points across the globe, representing global connections. Two specific points are highlighted with black dots and labeled: 'PARK CITY' in North America and 'LONDON' in Europe. Other locations like 'L.A.', 'HONG KONG', and 'SUNDANCE FESTIVALS' are also marked with dots. The map shows a high density of connections in North America, Europe, and East Asia.

## 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



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## AT THE 2018 FESTIVAL

**6,000** UTAH LOCALS ATTENDED FREE COMMUNITY SCREENINGS

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

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## 2017 YEAR-ROUND COMMUNITY SCREENINGS

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



# THANK YOU!

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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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