

### **Attendance**

27,200+

Total attendances recorded

27
Sold Out
Events

2,969
UVA student
Art\$ tickets issued

Over 6,500 Individual attendees

- 4.1 estimated average number of screenings attended per person
- 2.5 Average number of people in a party

#### University of Virginia Affiliation

60% of VAFF patrons\* have a connection to UVA!

17%

Current Students 15%

Faculty or Staff

19%

Alumni

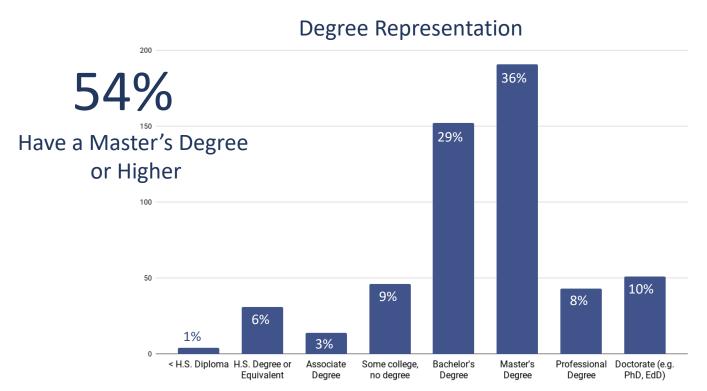
9%
Parents of
Students/Al
umni

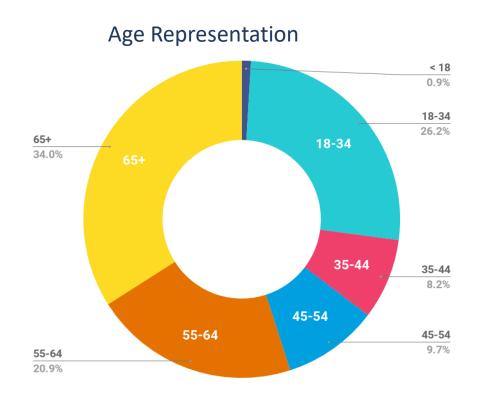


# Attendee and Geographical Data

- 75% are residents of Charlottesville City and Albemarle County
- 20% are residents of other Virginia cities and counties
- 5% are from out-of-state

Including visitors from Baltimore, MD; Boston, MA; Durham NC; Greensboro, NC; New York City; Minneapolis, MN; Paris, France; Reno, NV; St. Louis, MO; Washington D.C.; Orange County, FL





## **Economic Impact**

calculated by the Charlottesville Albemarle Convention and Visitors Bureau in 2018

Total Business Sales Generated: \$1,297,208

Total Jobs Supported: 317

Total Local Taxes: \$19,447

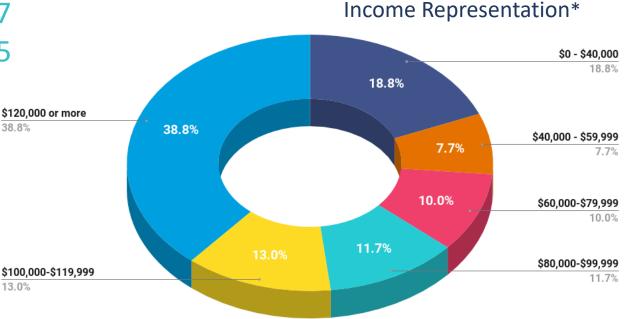
Estimated Hotel Room Demand: 968

Estimated # of Overnight Attendees: 497

Estimated # of Day Trip Attendees: 1,665

52%

Have an income \$100,000+



### Communication

How'd you hear about the festival?

