

We have contracted with Tourism Economics to develop an Event Impact Calculator (EIC) for Georgia across 9 regions of the state. The EIC measures the economic benefits of a proposed event and compares them to its costs. It will arm the state and its partners with specific information to negotiate, attract events, and communicate the economic significance of its marketing efforts. The EIC is a flexible and robust tool designed to evaluate the claims of event sponsors, help promote event benefits to other vendors/constituents, and even become an integral part of the event sales process in attracting meetings, trade shows and other events.

You will note when using this tool that fairs and festivals are split into two categories, rather than aggregate into one single category. In general, we felt there were enough significant spending differences to warrant treating them separately.

**Festivals** : Festivals can be thought of as one-time events - e.g. a concert or moto-cross competition.

- higher per person F&B purchases at festival type events than at fairs
- slightly higher retail expenditures, per person, at festival type events than at fairs
- higher recreational expenses per person at fairs over festivals.
- Festivals were unlikely to include outside exhibitor while fairs were likely to include outside booths
- Festival organizers were more likely to spend on a range of other services vs. fairs.
- Festivals are more likely to need to pay for the space they were using and had higher expenses off-site (housing travelling workers) than fairs.

**Fairs**: Fairs are more likely to be regularly occurring events - e.g. an annual county fair.

- Fairs are more likely organized by a local organization which was highly volunteer.
- Fairs received more breaks on rent or even outright owned the facility