

2017 Johns Creek Arts Festival

\$886,795

Estimated Overall Economic Impact

97% Likely to return next year

35,000 Estimated attendance

How festival attendees are spending their money:

\$491,913 Shopping

\$246,502 Food

\$13,823 Hotels

\$98,273 Entertainment

\$36,284 Transportation

3.1 Overall Group Size

68% Repeat Visitors

79% Plan to make any purchases from the Arts & Crafts vendors

84% Shoppers that planned to make purchases in local boutiques and shops in Johns Creek

\$178 Overnight guest spending avg

49% Plan to purchase eat at restaurants located in Johns Creek

Demographics: Age: 58% 35-54 | 69% Female | 83% Married