

# Economic Impact of the 2016 Sundance Film Festival

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## SUMMARY

An estimated 46,660 people attended the 2016 Sundance Film Festival between January 21 and January 31, 2016. Approximately two-thirds of attendees came from outside of the state. These visiting attendees spent an estimated \$51.3 million in Utah's economy, which, combined with \$10.2 million in Sundance Institute operational expenditures, contributed to 2016 economic impacts of approximately:

- 1,400 Jobs for Utahns,
- \$43 Million in Utah wages,
- \$72 Million in Utah gross domestic product (GDP),
- \$143 Million of Utah's total economic output, and
- nearly \$8 Million in state and local tax revenue.

## INTRODUCTION

Beginning with its first event in 1981, the Sundance Film Festival has a long history of annually convening filmmakers, industry professionals, and film enthusiasts from across the world in Utah. The 2016 Festival spanned 11 days beginning on January 21 and drew an estimated 46,600 attendees to screenings in Park City, Salt Lake City, Ogden, and at the Sundance Resort in Provo. Approximately two-thirds of these attendees (just over 31,200) travelled to Utah from another state or country to attend the Festival. These visitors generate an economic impact as their in-state expenditures on things like lodging, meals, and entertainment ripple through Utah's economy. In addition to economic impacts of attendees, the Sundance Institute contributes economic impacts in the state through its operational expenditures to produce the Festival.

This research brief examines the total economic impact of the 2016 Sundance Film Festival. The research was sponsored by the Sundance Institute. The analysis is limited by the data available, namely a survey of festival attendees and operational

expenditures of the Sundance Institute. It does not include spending by official festival sponsors, by unaffiliated businesses that operated during the Festival, airport taxes for the attendees who travel through the Salt Lake International Airport, or secondary spending when visitors return to Utah.

The brief is presented in four main sections. The Methodology section describes the survey used to gather information on attendee spending, provides a summary of the analysis used to assess economic impacts, and shares the definitions for key terms. An overview of attendee data is covered in the Festival Attendee Highlights section and the Visitor Spending and Sundance Institute Operations sections present economic impacts. Further summary statistics from the attendee surveys are documented in Appendices A through E.

## METHODOLOGY

### Survey and Economic Impact Model

The visitor expenditure economic impact analysis in this brief is based on data collected through random intercept surveys of Festival attendees conducted by Kem C. Gardner Policy Institute staff.

Gardner Policy Institute staff interviewed 914 attendees at 15 theater venues in Park City, Salt Lake City, Ogden and Sundance Resort. Staff also interviewed attendees on Main Street and at the Old Town Transit Center in Park City. The number of interviews conducted in a particular geographic area was determined by the number of festival tickets sold for theater venues in that location during the previous year. A total of 896 surveys were used to calculate total visitor spending information (19 surveys were excluded from the analysis due to incomplete and/or extreme outlier information).

The Gardner Policy Institute used data provided by Blyncsy, a service that uses data sensors to anonymously track the

movement of individuals through geographic locations, and ticket sales information from the Sundance Institute to estimate a total attendance figure of 46,660. The ratio of Utah resident to nonresident visitor attendees was estimated using ticket sales information provided by the Sundance Institute and survey responses.

Total visitor spending was derived by applying a weighting scheme that accounted for total attendance, the ratio of residents to nonresident attendees, and the geographical distribution of seats to the survey responses. The Gardner Policy Institute then applied an input-output (I-O) analysis using IMPLAN (IMPact analysis for PLANning) modeling software to the total spending results to assess economic impacts. I-O models capture both business-to-business purchases within a region as well as induced spending generated when households supported by these businesses purchase goods and services within the region. I-O models are static models; they measure impacts only in the year the economic event occurs.

Economic impacts are changes in the size and structure of a region's economy when goods and services are purchased from vendors within the state using money generated from outside of the state. When Sundance attendees from out-of-state make purchases from Utah businesses, the businesses hire employees and make purchases from other local businesses, who in turn hire employees and make purchases from other local businesses. These rounds of activity produce indirect employment and earnings effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects. In addition to the economic impacts associated with visitor spending, the business operations of the Sundance Institute in Utah spin through the economy in a similar manner.<sup>1</sup>

## Definitions

### Key terms used in this analysis include:

- Total Economic Impacts** include direct, indirect, and induced effects. In the case of this analysis, direct effects are visitor and Sundance Institute purchases from Utah businesses, and Sundance Institute's Utah payroll and employment. Indirect effects are the value of inputs these local businesses purchase from other local businesses, and induced effects are the impacts associated with the expenditure of wages derived from direct and indirect effects (i.e. household purchases of goods and services). Total economic impacts are presented in terms of employment, earnings, state GDP, and economic output.

- Average Annual Employment** is the average annual number of wage and salary jobs, sole proprietorships, and general partnerships supported by the Sundance Film Festival and includes both full-time and part-time jobs, counted equally.
- Earnings** are the sum of wages and salaries and other labor income supported by the Sundance Film Festival, including employer contributions for health insurance less personal contributions for social insurance (e.g. social security).
- State GDP** or "value-added," is the market value of all goods and services produced in Utah supported by the Sundance Film Festival. It is equal to total economic output less the value of intermediate inputs.
- Economic Output** is a comprehensive measure of economic activity that represents the value of every transaction in the economy that is supported by the Sundance Film Festival. Economic output may also be interpreted as total industry sales. Intermediate purchases are double-counted in this measure.

## Comparisons with Previous Analyses

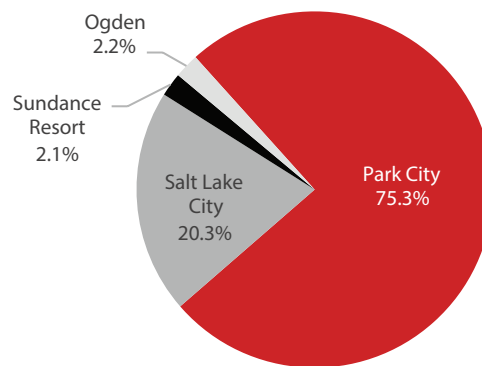
The results of this analysis are not directly comparable to analyses done in previous years. Differences between this analysis and others include updated survey techniques, a different and newly-calibrated economic impact model, a new method for determining total attendance, and an updated weighting scheme.

## FESTIVAL ATTENDEE HIGHLIGHTS

### Demographics

An estimated 46,600 attendees filled 214,541 seats at 2016 Sundance Film Festival. Figure 1 shows the distribution of seats by location. The majority of seats (over 75 percent) were in Park City.

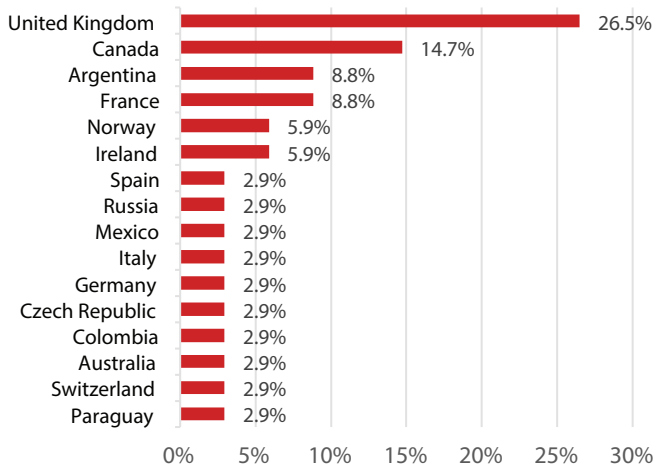
**Figure 1: 2016 Sundance Film Festival Seats**



Source: Sundance Institute

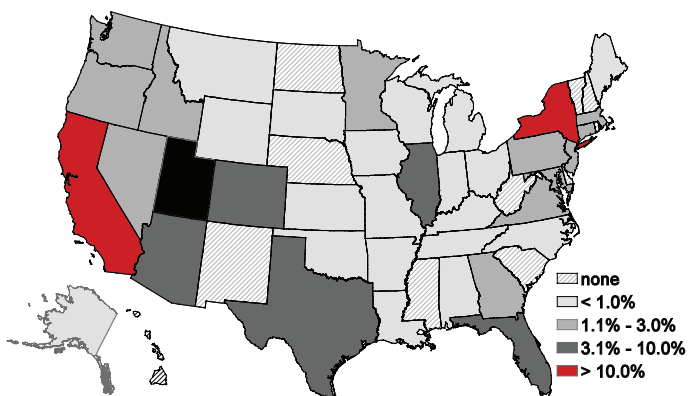
1. Since economic impacts occur only when money from outside of the region is spent locally, only the portion of business operations attributable to out-of-state revenue was modeled.

**Figure 2: Festival International Survey Respondents\***



\*Percent of international respondents from each country  
Source: Kem C. Gardner Policy Institute

**Figure 3: Festival Nonresident US Survey Respondents\***



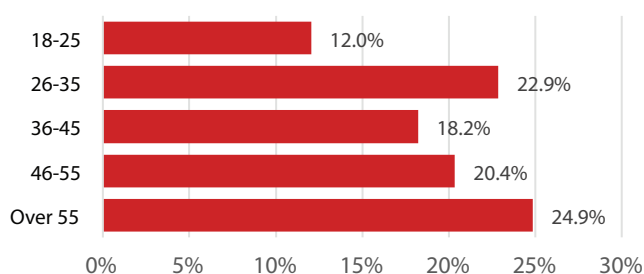
\*Percent of domestic respondents from each state, excluding Utah  
Source: Kem C. Gardner Policy Institute

Approximately 33 percent of attendees (15,398) were residents of Utah and 67 percent (31,262) came from outside of the state. Approximately six percent of nonresident attendees travelled from outside of the United States to attend the festival. Figures 2 and 3 show the countries and states from which nonresidents travelled to attend the festival.

Sundance Film Festival attendees are well-educated – more than four out of every five survey respondents (over 80 percent) said they had at least a college degree. The majority of attendees (over 76 percent) were not affiliated with an occupation in the entertainment industry.

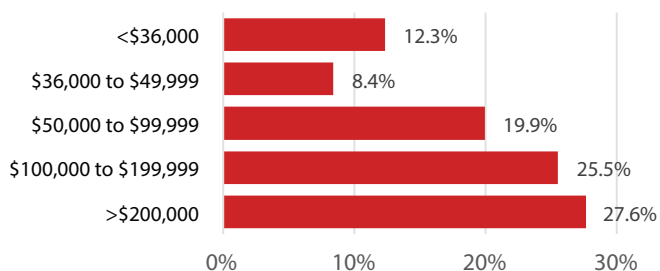
Figures 4 and 5 summarize the age and income of attendees. Further detailed demographic information, including break-downs between Utah residents and nonresident visitors, is in Appendix B.

**Figure 4: Attendee Age Group**



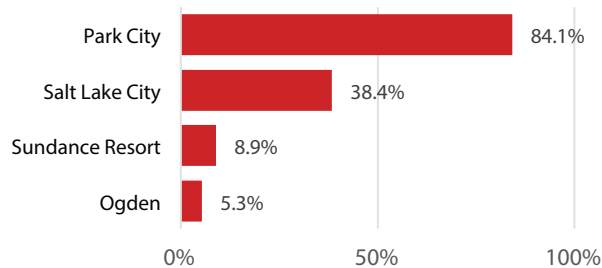
Note: Data reflect weighted survey proportions.  
Source: Kem C. Gardner Policy Institute

**Figure 5: Attendee Income Group**



Note: Data reflect weighted survey proportions.  
Source: Kem C. Gardner Policy Institute

**Figure 6: Where Attendees Planned to View Films**



Note: Data reflect weighted survey proportions.  
Source: Kem C. Gardner Policy Institute

**Film Festival and Recreational Activities**

On average, attendees said that they planned to spend over 5 days (5.57 days) participating in festival events and intended to see over 9 films (9.27 films). Figure 6 details where attendees planned to attend films.

Only 7.5 percent of nonresident attendees were visiting Utah for a primary reason other than to attend the festival. Over two-thirds (67.7 percent) of attendees had been to a prior festival. The average number of previous festivals attended was 4.5. Over 80 percent of attendees plan to attend the festival in 2017.

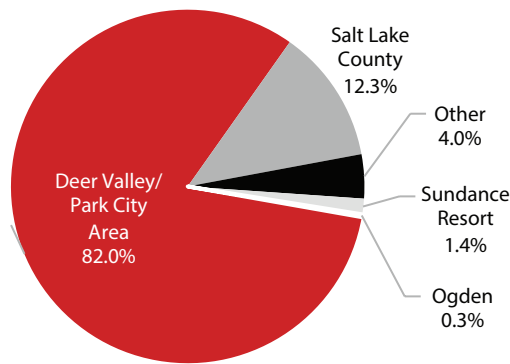
Approximately 22 percent of attendees (16 percent of Utahns and 25 percent of nonresident visitors) said that they planned to ski and/or snowboard during the festival. Table 1 shows where and for how many days nonresident attendees planned to ski during the festival.

**Table 1: Where Nonresident Attendees Planned to Ski**

Ski Resort	Percent of Nonresidents*	Days	
		Mean	SE**
Park City Mountain Resort	42.1%	1.86	0.14
Deer Valley	34.5%	1.94	0.24
The Canyons	13.1%	1.68	0.23
Sundance Resort	4.6%	3.13	1.09
Other Utah Resorts	7.5%	2.18	0.30

\*Nonresident attendees who planned to ski and/or snowboard at least 1 day (data reflect weighted survey proportions)  
 \*\*SE = Standard Error; multiply by 1.96 to obtain a 95% Confidence Interval  
 Source: Kem C. Gardner Policy Institute

**Figure 7: Where Nonresident Attendees Stayed**



Note: Data reflect weighted survey proportions.  
 Source: Kem C. Gardner Policy Institute

Approximately 43 percent of nonresident attendees said they were either somewhat likely or likely to visit Utah within the next 12 months.

Appendices C and D provide more detailed film festival and recreational activity information, broken out between Utah resident and nonresident visitors.

**Lodging and Transportation**

On average, nonresident attendees said that they planned to spend just over 6 nights (6.2 nights) in Utah during their visit. About 75 percent of them said that they were staying in paid accommodations. The most common mode of transportation to Utah was travel via air (88 percent of nonresidents), followed by private vehicle (10 percent of nonresidents).

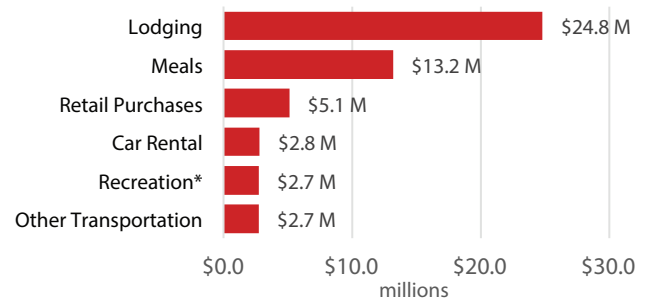
With over 40 percent of nonresidents staying in them, condominium and timeshare rentals, including Airbnb rentals, were the most common lodging type. The second most common type was commercial lodging (hotels, motels, and inns – 22 percent of nonresidents), followed by staying with friends and family (21 percent). The mean nightly rate for paid accommodations was \$616.51 and the average individual share of the nightly rate was \$194.90. Figure 7 shows where nonresidents stayed during the festival.

**Table 2: Average Expenditures by Nonresidents**

Category	Daily Expenditure		Total Expenditure	
	Average	SE*	Average	SE*
Lodging	\$130.69	\$12.70	\$711.11	\$77.47
Meals	\$73.68	\$2.57	\$421.45	\$17.58
Car Rental	\$15.53	\$1.28	\$89.53	\$8.47
Other Transportation	\$15.44	\$1.12	\$87.14	\$7.60
Recreation**	\$18.70	\$3.49	\$87.40	\$9.28
Retail Purchases	\$32.24	\$5.03	\$163.56	\$17.51
<b>Total</b>	<b>\$286.27</b>	<b>\$14.43</b>	<b>\$1,560.20</b>	<b>\$82.66</b>

\*SE = Standard Error; multiply by 1.96 to obtain a 95% Confidence Interval  
 \*\*Includes entertainment (not festival films)  
 Source: Kem C. Gardner Policy Institute

**Figure 8: Total Spending by Nonresidents, \$51.3 Million**



\*Includes entertainment (not festival films)  
 Note: See Appendix A for standard errors.  
 Source: Kem C. Gardner Policy Institute

Further details on lodging, including the lodging location of visitors staying in hotel accommodations and the distribution of nights stayed are in Appendix E. Of all of the data points collected in the survey, those around lodging are the most uncertain. For example, respondents may share accommodations and have to estimate a cost that they do not have direct knowledge or they may book so far in advance that the cost is difficult to recall. The Gardner Policy Institute is working with the Sundance Institute to explore alternative ways to improve accuracy of these measures in the future.

**Visitor Spending**

Nonresident festival attendees spent, on average, \$286 per day and \$1,560 during their visit to Utah. The largest category of expenditure was lodging, accounting for about 46 percent of the average visitor’s expenditure. Table 2 summarizes average spending by major expenditure type.

Nonresident festival attendees spent an estimated combined total of \$51.3 million in Utah over the course of their stays. Figure 8 shows total spending for each major expenditure type.

Additional spending information, including spending by resident attendees is in Appendix A.

**Table 3: Economic Impacts of the 2016 Sundance Film Festival, Nonresident Spending**

Impact Type	2016 Impact
Average Annual Employment	1,061
Earnings	\$33.3 million
State GDP	\$55.6 million
Economic Output	\$101.0 million
State & Local Taxes	\$6.7 million

Note: Impacts include direct, indirect, and induced effects.  
Source: Kem C. Gardner Policy Institute

Table 3 presents the total economic impacts of the \$51.3 million spent by nonresident festival attendees in Utah. The impacts were derived using the IMPLAN model, as described in the methodology section.

### SUNDANCE INSTITUTE OPERATIONS

In addition to bringing visitor spending revenue into Utah, the Sundance Film Festival generates an economic impact in the state through its business operations.

The Sundance Institute spent a total of \$16.6 million to produce the 2016 Festival. Of that \$10.2 million was spent in Utah. These expenditures were made between March 1, 2015 and February 29, 2016. Included in the \$10.2 million is \$3.0 million in payroll expenditures for 383 employees (231 seasonal and 152 year-round).<sup>2</sup>

According to the Sundance Institute, approximately 88 percent of Utah expenditures are funded with revenue from outside of Utah. Table 4 presents the total economic impacts of Sundance Institute operations in the state, adjusted to reflect out-of-state revenue.

**Table 4: Economic Impacts of the 2016 Sundance Film Festival, Sundance Institute Operations**

Impact Type	2016 Impact
Average Annual Employment	381
Earnings	\$10.2 million
State GDP	\$16.9 million
Economic Output	\$42.3 million
State & Local Taxes	\$1.3 million

Note: Impacts include direct, indirect, and induced effects.  
Source: Kem C. Gardner Policy Institute

### CONCLUSION

Of the estimated 46,660 people who attended the 2016 Sundance Film Festival, 31,262 travelled to Utah from at least 42 states and 16 countries. The \$51.3 million spent by these nonresident visitors in Utah, combined with over \$10 million in in-state spending by the Sundance Institute to produce the festival, rippled through the state's economy to support 2016 economic impacts totaling approximately:

- 1,400 Jobs for Utahns,
- \$43 Million in Utah wages,
- \$72 Million in Utah gross domestic product (GDP),
- \$143 Million of Utah's total economic output, and
- nearly \$8 Million in state and local tax revenue.

### APPENDICES

- Appendix A: 2016 Sundance Film Festival Attendance and Spending Summary
- Appendix B: 2016 Sundance Film Festival Attendee Characteristics
- Appendix C: 2016 Sundance Film Festival Statistics
- Appendix D: 2016 Sundance Film Festival Attendee Recreational Activity Statistics
- Appendix E: 2016 Sundance Film Festival Lodging Statistics

2. The Sundance Institute supplied this operational expenditure information to the Gardner Policy Institute.

## Appendix A — 2016 Sundance Film Festival Attendance and Spending Summary

### Estimated Attendance and Sample Size

Attendance	46,660
Surveys	915

### Estimated Attendance by Resident Status

	Percent	Number
Utah Resident	33.0%	15,398
Nonresident	67.0%	31,262
<b>Total</b>	<b>100.0%</b>	<b>46,660</b>

### Primary Location Where Festival Attendees Will View Screenings

Park City	74.0%
Salt Lake City	20.6%
Sundance Resort	1.2%
Ogden	2.1%
No Answer	2.1%
<b>Total</b>	<b>100.0%</b>

### Daily Spending per Person

	Utah Residents		Nonresidents		All Attendees	
	Mean	SE	Mean	SE	Mean	SE
Lodging*	nc	na	\$130.69	\$12.70	\$87.56	\$8.76
Meals	\$36.98	\$2.97	\$73.68	\$2.57	\$61.57	\$2.01
Car Rental*	nc	na	\$15.53	\$1.28	\$10.40	\$0.89
Other Transportation	\$4.38	\$0.79	\$15.44	\$1.12	\$11.79	\$0.80
Recreation/Entertainment	\$4.68	\$0.98	\$18.70	\$3.49	\$14.07	\$2.37
Retail Purchases	\$10.02	\$1.47	\$32.24	\$5.03	\$24.91	\$3.41
<b>Total</b>	<b>\$56.07</b>	<b>\$3.55</b>	<b>\$286.27</b>	<b>\$14.43</b>	<b>\$210.30</b>	<b>\$9.97</b>

\*Mean for all attendees includes zero spending for Utah Residents

### Total Spending per Person

	Utah Residents		Nonresidents		All Attendees	
	Mean	SE	Mean	SE	Mean	SE
Lodging*	nc	na	\$711.11	\$77.47	\$476.44	\$53.14
Meals	\$191.69	\$19.22	\$421.45	\$17.58	\$345.63	\$13.59
Car Rental*	nc	na	\$89.53	\$8.47	\$59.99	\$5.81
Other Transportation	\$25.32	\$5.26	\$87.14	\$7.60	\$66.74	\$5.42
Recreation/Entertainment	\$22.58	\$5.55	\$87.40	\$9.28	\$66.01	\$6.51
Retail Purchases	\$46.21	\$5.86	\$163.56	\$17.51	\$124.84	\$11.96
<b>Total</b>	<b>\$285.81</b>	<b>\$21.50</b>	<b>\$1,560.20</b>	<b>\$82.66</b>	<b>\$1,139.64</b>	<b>\$57.07</b>

\*Mean for all attendees includes zero spending for Utah Residents

### Total Spending

	Utah Residents		Nonresidents		All Attendees	
	Total	SE	Total	SE	Total	SE
Lodging*	nc	na	\$24,798,593	\$2,530,059	\$24,798,593	\$2,530,059
Meals	\$2,951,707	\$328,392	\$13,175,494	\$612,010	\$16,127,201	\$635,006
Car Rental	nc	na	\$2,798,983	\$271,276	\$2,798,983	\$271,276
Other Transportation	\$389,920	\$83,479	\$2,724,328	\$243,782	\$3,114,248	\$252,969
Recreation/Entertainment	\$347,678	\$87,693	\$2,732,182	\$294,862	\$3,079,860	\$303,652
Retail Purchases	\$711,553	\$97,415	\$5,113,305	\$557,153	\$5,824,858	\$558,415
<b>Total</b>	<b>\$4,400,857</b>	<b>\$363,304</b>	<b>\$51,342,886</b>	<b>\$2,702,987</b>	<b>\$55,743,743</b>	<b>\$2,710,359</b>

\*Includes \$2.6 Million of Sundance lodging website direct bookings

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
Source: Kem C. Gardner Policy Institute

## Appendix B — 2016 Sundance Film Festival Attendee Characteristics

### Utah Residency Status

	Percent	Number
Utah Resident	33.0%	15,398
Not a Utah Resident	67.0%	31,262
<b>Total</b>	<b>100.0%</b>	<b>46,660</b>

### Utah Residents' County of Residence

	Percent	Number
Salt Lake County	51.7%	7,961
Summit County	20.8%	3,198
Utah County	8.3%	1,282
Weber County	2.2%	332
Wasatch County	6.5%	1,006
All Other Counties	10.5%	1,620
<b>Total</b>	<b>100.0%</b>	<b>15,398</b>

### United States Residency Status, All Attendees

	Percent	Number
US Resident	96.0%	44,797
Not a US Resident	4.0%	1,863
<b>Total</b>	<b>100.0%</b>	<b>46,660</b>

### United States Residency Status, Excluding Utah Resident Attendees

	Percent	Number
US Resident	94.0%	29,399
Not a US Resident	6.0%	1,863
<b>Total</b>	<b>100.0%</b>	<b>31,262</b>

### Attendees' Country of Residence

	Number*
United States	862
Canada	5
United Kingdom	5
England	4
Argentina	3
France	3
Ireland	2
Norway	2
Australia	1
Colombia	1
Czech Republic	1
Germany	1
Italy - Bologna	1
Mexico	1
Paraguay	1
Russia	1
Spain	1
Switzerland	1
<b>Total</b>	<b>896</b>

\*Unweighted Response

### Where Nonlocal US Residents Came From

State	Percent
California	37.0%
New York	10.4%
Colorado	4.7%
Illinois	4.4%
Florida	4.4%
Texas	4.1%
Arizona	3.2%
Washington	3.0%
Oregon	2.3%
Virginia	2.1%
Minnesota	1.8%
Georgia	1.7%
District of Columbia	1.7%
Massachusetts	1.7%
Idaho	1.6%
Maryland	1.6%
Pennsylvania	1.6%
New Jersey	1.5%
Connecticut	1.2%
Nevada	1.0%
Louisiana	0.9%
Ohio	0.9%
Wisconsin	0.9%
Missouri	0.8%
Oklahoma	0.8%
Kentucky	0.6%
Arkansas	0.5%
Michigan	0.5%
Wyoming	0.4%
North Carolina	0.4%
Tennessee	0.4%
Indiana	0.4%
Alabama	0.3%
Montana	0.3%
Alaska	0.2%
Kansas	0.2%
Maine	0.2%
South Dakota	0.2%
Iowa	0.1%
<b>Total</b>	<b>100.0%</b>

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
Source: Kem C. Gardner Policy Institute



### Age of Attendees

	All Attendees	Utah Residents	Nonresidents
18-25	12.0%	9.8%	13.2%
26-35	22.9%	22.5%	23.1%
36-45	18.2%	15.2%	19.7%
46-55	20.4%	18.4%	21.3%
Over 55	24.9%	32.3%	21.2%
No Answer	1.7%	1.8%	1.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Gender of Attendees

	All Attendees	Utah Residents	Nonresidents
Male	43.7%	38.6%	46.2%
Female	53.4%	58.1%	51.1%
No Answer	2.9%	3.2%	2.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Highest Level of Education of Attendees

	All Attendees	Utah Residents	Nonresidents
<High School	0.9%	2.0%	0.4%
High School	1.5%	2.1%	1.1%
Some College	13.4%	17.3%	11.4%
Bachelor's Degree	43.6%	47.4%	41.7%
Master's Degree	22.9%	19.4%	24.6%
Doctorate	16.8%	11.4%	19.5%
No Answer	0.9%	0.4%	1.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Occupation of Attendees

	All Attendees	Utah Residents	Nonresidents
Entertainment Industry	22.1%	3.9%	31.1%
Press	1.9%	1.6%	2.1%
Student	8.6%	8.9%	8.4%
General Attendee	66.2%	84.6%	57.1%
No Answer	1.1%	1.0%	1.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Income of Attendees

	All Attendees	Utah Residents	Nonresidents
<\$36,000	12.3%	12.7%	12.1%
\$36,000 to \$49,999	8.4%	10.6%	7.3%
\$50,000 to \$99,999	19.9%	25.9%	17.0%
\$100,000 to \$199,999	25.5%	25.7%	25.4%
>\$200,000	27.6%	18.6%	32.1%
No Answer	6.2%	6.4%	6.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
Source: Kem C. Gardner Policy Institute

## Appendix C — 2016 Sundance Film Festival Festival Statistics

### Number of Days Attending the Festival

	All Attendees	Utah Residents	Nonresidents
1	5.7%	13.2%	2.0%
2	6.4%	5.9%	6.6%
3	14.2%	15.7%	13.5%
4	14.3%	10.8%	16.0%
5	18.0%	11.9%	20.9%
6	9.0%	6.8%	10.1%
7	9.9%	7.3%	11.2%
8	4.2%	5.4%	3.6%
9	1.6%	2.4%	1.3%
10+	16.6%	20.1%	14.9%
Missing/Unknown	0.1%	0.4%	0.0%
Total	100.0%	100.0%	100.0%
Mean	5.57	5.48	5.61
SE	0.10	0.19	0.11

### Number of Intended Screenings

	All Attendees	Utah Residents	Nonresidents
1	6.6%	13.6%	3.2%
2	6.0%	6.7%	5.6%
3	6.4%	7.5%	5.8%
4	7.1%	8.8%	6.3%
5	11.2%	13.2%	10.3%
6	7.0%	6.5%	7.2%
7	6.4%	5.3%	7.0%
8	5.6%	5.3%	5.8%
9	3.7%	2.7%	4.2%
10	9.1%	5.4%	10.9%
11	2.7%	2.9%	2.6%
12	3.5%	2.1%	4.1%
13	1.9%	1.5%	2.1%
14	2.1%	2.7%	1.8%
15+	19.8%	15.4%	21.9%
Missing/Unknown	0.8%	0.4%	1.1%
Total	100.0%	100.0%	100.0%
Mean	9.27	7.88	9.95
SE	0.24	0.38	0.31

### Location Where Most Screenings Will Be Viewed

	All Attendees	Utah Residents	Nonresidents
Park City	74.0%	44.0%	88.8%
Salt Lake City	20.6%	47.2%	7.6%
Sundance Resort	1.2%	0.6%	1.5%
Ogden	2.1%	6.2%	0.1%
Missing/Unknown	2.1%	2.1%	2.0%
Total	100.0%	100.0%	100.0%

### Location Where Attendees Will View Screenings

	All Attendees	Utah Residents	Nonresidents
Park City	84.1%	60.1%	96.0%
Salt Lake City	38.4%	65.7%	24.9%
Sundance Resort	8.9%	8.1%	9.3%
Ogden	5.3%	10.7%	2.6%

### Nonresidents Visiting Utah Primarily to Attend the Festival

	Percent
No	7.5%
Yes	91.7%
Missing/Unknown	0.7%
Total	100.0%

### Nonresidents' First Visit to Utah

	Percent
No	75.4%
Yes	24.1%
Missing/Unknown	0.5%
Total	100.0%

### Prior Year Festival Attendance

	All Attendees	Utah Residents	Nonresidents
No	32.3%	15.2%	40.7%
Yes	67.7%	84.8%	59.3%
Total	100.0%	100.0%	100.0%

### Number of Times Previously Attended Festival

	All Attendees	Utah Residents	Nonresidents
0	32.3%	15.1%	40.7%
1	10.8%	10.3%	11.0%
2	8.5%	8.9%	8.3%
3	7.4%	7.3%	7.5%
4	4.8%	7.0%	3.7%
5	7.1%	7.2%	7.1%
6	5.4%	5.6%	5.2%
7	2.6%	4.4%	1.7%
8	2.4%	2.6%	2.3%
9	1.1%	1.8%	0.7%
10	5.9%	9.3%	4.2%
11	1.0%	0.7%	1.1%
12	1.5%	2.0%	1.2%
13	0.4%	1.0%	0.2%
14	0.8%	0.8%	0.8%
15+	8.1%	16.1%	4.1%
Total	100.0%	100.0%	100.0%
Mean	4.45	6.84	3.29
SE	0.19	0.41	0.20

### Plan to Attend Festival Next Year

	All Attendees	Utah Residents	Nonresidents
No	8.2%	2.0%	11.2%
Yes	80.6%	90.6%	75.7%
Uncertain	11.2%	7.4%	13.1%
Total	100.0%	100.0%	100.0%

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
Source: Kem C. Gardner Policy Institute

## Appendix D — 2016 Sundance Film Festival Attendee Recreational Activity Statistics

### Nonresident Attendees Who Intend to Visit Utah Within the Next 12 Months

	Percent	Number
Unlikely	38.9%	12,169
Somewhat Unlikely	6.8%	2,118
Unsure	9.2%	2,888
Somewhat Likely	13.9%	4,345
Likely	29.1%	9,112
No Answer/Missing	2.0%	630
Total	100.0%	31,262

### Number in Party (Nonresident Attendees)

Mean	4.15
SE	0.15

### Attendees Who Plan to Ski and/or Snowboard While Attending the Festival

	All Attendees	Utah Residents	Nonresidents
No	75.6%	83.4%	71.8%
Yes	21.7%	15.5%	24.7%
No Answer/Missing	2.7%	1.0%	3.5%
Total	100.0%	100.0%	100.0%

### Resorts Where Nonresidents Intend to Ski and/or Snowboard

	Percent	Mean Days	SE
Deer Valley	34.5%	1.94	0.24
Park City Mountain Resort	42.1%	1.86	0.14
The Canyons	13.1%	1.68	0.23
Sundance Resort	4.6%	3.13	1.09
Other Utah Resorts	7.5%	2.18	0.30

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
 Source: Kem C. Gardner Policy Institute

## Appendix E — 2016 Sundance Film Festival Lodging Statistics

### Nonresident Lodging Type

	Percent
Hotel/Motel	22.0%
Friends/Family	21.1%
Condo/Timeshare	42.0%
Private Home	12.9%
Other	2.1%
Total	100.0%

### Nonresident Nights of Lodging

Mean	6.2
SE	0.2

### Nonresident Lodging Nights Distribution

	Percent
1	0.9%
2	4.3%
3	15.6%
4	16.5%
5	16.0%
6	12.4%
7	11.1%
8	4.1%
9	3.7%
10	5.7%
>10	9.9%
	100.0%

### Accommodations Expense Status

	Percent
Unpaid Accommodations	25.9%
Paid Accommodations	74.1%

### Lodging Expenditure For Paid Accommodations

	Mean	SE
Individual Nightly Share	\$194.90	\$17.92
Nightly Rate	\$616.51	\$50.79
Individual Total	\$1,060.52	\$110.63

### Lodging Location - All Types of Lodging

Deer Valley/Park City Area	82.0%
Salt Lake County	12.3%
Sundance Resort	1.4%
Ogden	0.3%
Other	4.0%
Total	100.0%

### Lodging Location - Visitors Staying in Hotel Accommodations

Deer Valley/Park City Area	70.3%
Salt Lake County	21.6%
Sundance Resort	2.9%
Ogden	0.0%
Other	5.2%
Total	100.0%

### Primary Form of Transportation to Utah

Airplane	88.3%
Private Vehicle	9.9%
Rental Vehicle	0.6%
Shuttle/Bus	0.2%
Other/Not Specified	1.0%
Total	100.0%

SE = Standard Error; to calculate a 95% Confidence Interval, multiply the SE by 1.96, nc = not collected, na = not applicable  
 Source: Kem C. Gardner Policy Institute



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