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Study shows economic impact of Les Schwab Amphitheater concerts

(BEND, Ore.)— Visit Bend released the results of a study aimed at determining the economic impact of summer concerts at the Les Schwab Amphitheater in Bend's Old Mill District.

The study was compiled by Boulder based research firm RRC Associates, Inc. and was based on survey responses from attendees at nine paid concerts held at the Les Schwab Amphitheater between May 29 and September 18, 2010.

Among the findings:

- The nine summer concerts attracted a total attendance of 26,293 individuals.
- Thirty nine percent of the attendees (or 10,254 individuals) were out-of-town visitors.
- Among the out-of-town visitors, 80 percent said they came specifically for the concert, while 20 percent said they would have visited the area anyway.
- The average length of stay for out-of-town concert attendees was 2.2 nights with 71 percent staying in Bend lodging accommodations, five percent in Redmond, five percent in Eagle Crest, four percent in Sunriver and 15 percent elsewhere.
- Total concert-related spending in the Central Oregon area was estimated to be \$3.61 million and impacted a broad cross-section of the regional

economy including dining, shopping, lodging, recreation, groceries, gas stations, and a variety of other services. Total trip-related spending by out-of-town visitors attracted to Bend specifically to attend the concert series was \$2.26 million.

Doug La Placa, CEO of Visit Bend, said Visit Bend commissioned the study to provide a clearer picture of what effect the summer concerts have on Bend's tourist economy.

"The Les Schwab Amphitheater is one of the unsung heroes of Bend's tourism industry," he noted. "While other events receive more attention and generate more headlines, there are none that draw as many out-of-town visitors as the concerts at the Les Schwab Amphitheater. The economic impact study recently conducted by RRC quantifies the enormous impact the concerts have on our regional economy."

To see the complete results of the survey, visit <http://www.visitbend.com/research>

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

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