

Celebration of Fine Art



Scottsdale, AZ ~ USA

For Immediate Release

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Celebration of Fine Art Brings to Scottsdale Educated, Wealthy and Longer Stay Visitors

More than one-third surveyed site Celebration of Fine Art as their 1st or 2nd reason for visiting

(Scottsdale, AZ) - The results of a Celebration of Fine Art Visitor Survey from the 2007 event found that this event generated \$41,000,000 in economic impact for the Scottsdale area in 2007. Sales at the show totaled \$5,000,000.

The electronic survey of 822 visitors concluded that the average visitor to Celebration of Fine Art is in his or her mid-50s. Visitors are highly educated and have an annual income more than twice the usual Scottsdale visitor. They also stay in Scottsdale twice as long as average guests. Specifically, the study found the profile of visitors to Celebration of Fine Art to be:

- * Slightly older - The average age of attendees is 54 years, slightly older than the typical Scottsdale visitor;
- * Highly educated - 77% hold either an undergraduate or graduate degree and more than a third, 34%, hold graduate degrees;
- * Very well off financially – Average household income is \$226,000. Income of out-of-town visitors averages around \$235,000 while visitors with a second home in Scottsdale average \$325,000 in income; and

- more -



- * Long-stay visitors - Survey respondents stay on average 16 days, more than twice the median stay of the average Scottsdale visitor.

They are also extremely happy with the experience. More than one-third of out-of-towners surveyed indicated that the Celebration of Fine Art is the primary or secondary reason for their visit to the Scottsdale area. Ninety-eight per cent (98%) reported they had a positive experience at Celebration of Fine Art. Eighty-seven per cent (87%), including out-of-town visitors, say they would return next year. Ninety-six percent (96%) say they would recommend Celebration of Fine Art to a friend. A whopping 60% of visitors have attended the event for two years or more.

The survey also found that while attending the event, visitors to Celebration of Fine Art spent more than \$14.5 million shopping, and a more than \$14.4 million dining out. They also spent more than \$8.5 million on entertainment. Including those guests who cited Celebration of Fine Art as either their primary or secondary reason for visiting, they generated more than 38,000 room nights. “We are pleased to be bringing such a high quality event to Scottsdale that is attracting is very coveted visitor” said Tom Morrow, founder and producer of Celebration of Fine Art.

Celebration of Fine Art has been called “One of the West’s Premier Art Events” by Art & Antiques magazine and attracts more than 50,000 visitors over the 10 weeks of the show. The show is open 10 a.m. to 6 p.m. seven days a week from January 12 through March 23, 2008. Celebration of Fine Art is located in Scottsdale, Arizona on Scottsdale Road just south of the Loop 101 at Exit 34 in the “Big White Tent.” Ticket price is \$8.00 for adults and \$7.00 for seniors and military. Special events are free with admission. The Celebration of Fine Art ticket is an all-event pass that is good for all 10 weeks of the show and sale. Children under 12 are admitted at no charge. A café on the premises serves light fare. For information on the show and participating artists, visit the web site www.celebrateart.com.

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