Leisure Business
Market Research Handbook
2019-2020

Richard K. Miller & Associates
since 1972
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THE U.S. LEISURE MARKET

1.1 Expenditures on Leisure Activities

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates the U.S. entertainment and leisure market at $2.95 trillion. For comparison: U.S. retail sales were $5.75 trillion in 2017, according to the U.S. Department of Commerce; sales at GAFO (general merchandise, apparel, furnishings, and other) stores were $1.28 trillion. National healthcare expenditures were $3.58 trillion in 2017, according to the Centers for Medicare & Medicaid Services.

The following are RKMA estimates of the major components of the leisure market:

- Adult entertainment: $26 billion
- Amusement Parks: $18 billion
  (source: IBISWorld)
- Art: $13 billion
  (source: TEFAF)
- Arts & crafts: $43 billion
  (sources: Association of Creative Industries)
- Bars and nightclubs: $19 billion
  (source: National Restaurant Association)
- Bicycles: $8 billion
  (source: National Bicycle Dealers Association)
- Bowling: $4 billion
  (source: IBISWorld)
- Camping: $5 billion
  (source: Outdoor Industry Association)
- Casino wagering: $70 billion
  (sources: American Gaming Association and National Indian Gaming Commission)
- Collecting: $70 billion
  (source: Investors Business Daily)
- Consumer books: $23 billion
  (source: U.S. Department of Commerce)
- Consumer electronics: $351 billion
  (source: Consumer Electronics Association)
- Cultural, the not-for-profit arts industry: $135 billion
  (source: Americans for the Arts)
• Dining out (casual and fine dining only): $263 billion  
  (source: National Restaurant Association)
• Drones: $ 1 billion  
  (source: Consumer Technology Association)
• Equestrian: $102 billion  
  (source: American Quarter Horse Association)
• Event catering: $ 9 billion  
  (sources: National Restaurant Association, Technomic)
• Fantasy sports: $ 7 billion  
  (source: Fantasy Sports Trade Association)
• Festivals: $ 25 billion  
  (source: International Festivals & Events Association)
• Fishing: $ 42 billion  
  (source: U.S. Fish and Wildlife Service)
• Gardening: $ 30 billion  
  (source: National Gardening Association)
• Golf: $ 24 billion  
  (source: National Golf Foundation)
• Health and fitness clubs: $ 30 billion  
  (source: International Health, Racquet & Sportsclub Association)
• Hunting: $ 26 billion  
  (source: U.S. Fish and Wildlife Service)
• Lotteries: $ 34 billion  
  (source: North American Association of State and Provincial Lotteries)
• Motorcycles: $ 18 billion  
  (source: Packaged Facts)
• Museums: $ 21 billion  
  (source: American Alliance of Museums)
• Music concerts: $ 8 billion  
  (source: Pollstar)
• Musical instruments and products: $ 7 billion  
  (source: Music Trades)
• Parks, city: $ 37 billion  
  (source: National Recreation And Park Association)
• Parks, national: $ 12 billion  
  (source: U.S. Park Service)
• Parks, state: $ 2 billion  
  (source: National Association of State Park Directors)
• Pets: $ 72 billion  
  (source: American Pet Products Association)
• Photography: $ 17 billion  
  (sources: Photo Marketing Association, Bureau of Economic Analysis)
• Premium video (pay TV, mobile video, DVD, broadband video, and theater/box office receipts): $182 billion  
  (source: iSuppli)
• Private clubs: $ 23 billion  
  (source: IBISWorld)
• Radio (ad-supported, not direct consumer spending): $ 17 billion  
  (source: Radio Advertising Bureau)
• Recreational boating: $122 billion  
  (source: National Marine Manufacturers Association)
• Recreation vehicles: $  13 billion  
  (source: Recreation Vehicle Industry Association)
• Spas: $  17 billion  
  (source: International Spa Association, PricewaterhouseCoopers)
• Specialty auto accessories: $  29 billion  
  (source: Specialty Equipment Market Association)
• Spectator sports: $  26 billion  
  (source: Sports Business Journal)
• Sporting goods: $  56 billion  
  (source: Sporting Goods Manufacturers Association)
• Swimming pools: $  9 billion  
  (source: IBISWorld)
• Tailgating: $  35 billion  
  (source: Online Colleges)
• Television (ad-supported, not direct consumer spending): $  68 billion  
  (source: Adweek)
• Tennis: $  4 billion  
  (source: Tennis Industry Association)
• Travel and tourism (leisure travel only): $549 billion  
  (source: Travel Industry Association)
• Video games: $  36 billion  
  (sources: NPD Group, Entertainment Software Association)
• Wildlife watching: $  76 billion  
  (source: U.S. Fish and Wildlife Service)
• Yoga: $  11 billion  
  (source: IBISWorld)
• Zoos and aquariums: $  96 billion  
  (source: American Zoo & Aquarium Association)

There is some overlap among the above expenditures. A few leisure activities are included in more than one category. This is somewhat offset by the fact that all types of leisure expenditures – hobby farming and wellness activities, for example – are not included in the list.

Based on published statistics by the U.S. government, leisure expenditures are significantly less than the $2.6 trillion figure assessed here. According to The Bureau of Economic Analysis (BEA, www.bea.gov), Americans spend $745 billion annually on leisure pursuits. This figure is significantly lower because the BEA classifies many leisure expenditures elsewhere. Travel and tourism, for example, is considered a separate category. Auto customizing and collecting, as another example, are classified as transportation expenditures. Collectible purchases, pets, videos, and various other leisure-related purchases are classified as retail expenditures.
### 1.2 Time Spent With Leisure

The *American Time Use Survey* (ATUS, [www.bls.gov/tus/](http://www.bls.gov/tus/)), published June 2018 by the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor, assessed average daily time spent with leisure activities in 2017 as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Entire Population</th>
<th>Pct. Who Participate</th>
<th>Among Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television:</td>
<td>2.77 hours</td>
<td>77.7%</td>
<td>3.56 hours</td>
</tr>
<tr>
<td>Socializing and communicating (except events):</td>
<td>0.57 hours</td>
<td>34.1%</td>
<td>1.66 hours</td>
</tr>
<tr>
<td>Relaxing:</td>
<td>0.36 hour</td>
<td>20.6%</td>
<td>1.73 hours</td>
</tr>
<tr>
<td>Reading for personal interest:</td>
<td>0.28 hour</td>
<td>18.7%</td>
<td>1.48 hours</td>
</tr>
<tr>
<td>Participating in sports, exercise, recreation:</td>
<td>0.28 hour</td>
<td>19.0%</td>
<td>1.50 hours</td>
</tr>
<tr>
<td>Playing games:</td>
<td>0.27 hour</td>
<td>11.4%</td>
<td>2.41 hours</td>
</tr>
<tr>
<td>Travel to leisure and sports:</td>
<td>0.21 hour</td>
<td>32.8%</td>
<td>0.65 hour</td>
</tr>
<tr>
<td>Computer use for leisure (except games):</td>
<td>0.19 hour</td>
<td>12.7%</td>
<td>1.49 hours</td>
</tr>
<tr>
<td>Arts and entertainment (other than sports):</td>
<td>0.09 hour</td>
<td>3.0%</td>
<td>2.84 hours</td>
</tr>
<tr>
<td>Attending/hosting social events:</td>
<td>0.09 hour</td>
<td>2.6%</td>
<td>3.30 hours</td>
</tr>
<tr>
<td>Attending sporting or recreational events:</td>
<td>0.03 hour</td>
<td>1.1%</td>
<td>2.64 hours</td>
</tr>
<tr>
<td>All leisure and sports:</td>
<td>5.24 hours</td>
<td>95.6%</td>
<td>5.48 hours</td>
</tr>
</tbody>
</table>

According to the ATUS, Americans spend, on average, 5.24 hours per day engaged in leisure activities, which represents about $\frac{1}{3}$ of their time. Daily leisure time is distributed by demographics as follows:

#### Gender
- Men: 5.58 hours
- Women: 4.86 hours

#### Age
- 15-to-19: 5.78 hours
- 20-to-24: 5.10 hours
- 25-to-34: 4.30 hours
- 35-to-44: 4.20 hours
- 45-to-54: 4.67 hours
- 55-to-64: 5.27 hours
- 65 and above: 7.16 hours

#### Education/work
- Less than high school education: 6.07 hours
- High school graduate: 5.37 hours
  - Age 25+ and employed full time: 3.18 hours
- Bachelor’s degree or higher: 4.30 hours
  - Age 25+ and employed full time: 2.98 hours

ATUS reports the number and percentage of people ages 15 and older participating in various sports and recreation activities on an average as follows:
• Walking: 16.3 million (6.4%)
• Weightlifting: 6.2 million (2.4%)
• Running: 4.8 million (1.9%)
• Using cardiovascular equipment: 4.8 million (1.9%)
• Water sports: 3.3 million (1.3%)
• Yoga: 1.6 million (0.6%)
• Biking: 1.5 million (0.6%)
• Golfing: 1.3 million (0.5%)
• Basketball: 1.1 million (0.4%

1.3 Top 10 Leisure Activities

The following were the Top 10 leisure activities in 2017:

Collecting
• Virtually everyone collects something. And for nearly every conceivable object, there are collectors. In 2017, 50 million collectors spent $70 billion purchasing items for their collections. Among the most popular collections: art, coins, dolls, and celebrity memorabilia.

Fitness Walking
• In 2017, 111 million Americans (ages six and older) walked as a fitness activity – walking ranked at #1 among all types of recreational activities.

Gardening
• Eighty million households, or 70% of all households, engaged in indoor/outdoor lawn and garden activities in 2017 and spent almost $30 billion in these activities.

Going to Movies
• Cinema box office attendance was approximately 1.2 billion in 2017; receipts were about $11 billion.

Going to the Beach
• When given a choice of destinations for leisure travel, 44% of adults pick one of America’s 3,500 public beaches – this ranks #1 among all types of travel destinations.

Outdoor Activities in Public Parks
• Americans made more than 330 million visits to National Parks and 791 million visits to State Parks in 2017. Visits to city parks numbered in the trillions.

Reading
• 191 million adults, or 76% of all adults, read at least one book in 2017. Among those who read, the mean number of books read is 12. Women and seniors read the most.
Social Networking
• Among Internet users, 71% of adults and 85% of teens engaged in online social networking in 2017. On any given day, more than 65% of Americans – 208 million people – visit Facebook, the most popular social site.

Travel
• Americans took 1.5 billion trips for leisure in 2017 – spending an estimated $530 billion, which ranks it #1 in spending among all leisure activities. Over 40% of adults traveled on a summer vacation in 2017. Favorite activities for leisure travelers: dining out and shopping.

Watching Television
• Adults and teens spent an average 4.3 hours each day in 2017 watching television, with TV topping all media activities. Few, however, gave TV their undivided attention – three-quarters of viewers multitask while watching – going online, talking on mobile devices, or text messaging while also watching TV.

Other Popular Activities
• Over 40 million people participated in each of the following leisure activities in 2017:
  - Attended a college or professional sports event
  - Attended a fair or festival
  - Attended a music concert
  - Attended the theater/opera/symphony
  - Bicycled
  - Bowled
  - Exercised at a fitness club
  - Fished
  - Hiked and went camping
  - Hunted or went target shooting
  - Played a lottery
  - Played billiards/pool
  - Played video games
  - Visited a casino
  - Visited a museum
  - Visited a theme park
  - Visited a zoo or aquarium
  - Volunteered

1.4 Favorite Leisure Activities
The Harris Poll (www.theharrispoll.com) asked consumers what were their two or three favorite leisure-time activities. Responses by gender were as follows:
<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>42%</td>
<td>42%</td>
<td>43%</td>
</tr>
<tr>
<td>Reading</td>
<td>37%</td>
<td>48%</td>
<td>24%</td>
</tr>
<tr>
<td>Computer/Internet</td>
<td>19%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Time with family/friends</td>
<td>18%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Watching-going to movies</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Exercise/working out</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Video/computer games</td>
<td>10%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Walking/running/jogging</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Gardening</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Concerts/listening to/playing music</td>
<td>7%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Hobby-related activities</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Eating/going to restaurants</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Cooking/baking</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Sewing/needlework/quilting</td>
<td>4%</td>
<td>7%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Attending/watching sports events</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Shopping</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Sleeping/napping</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Relaxing/resting</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Fishing</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Crafts</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Swimming</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Golf</td>
<td>3%</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Playing with pets</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Responses by age were as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>18-to-36</th>
<th>37-to-48</th>
<th>49-to-67</th>
<th>68+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>42%</td>
<td>38%</td>
<td>45%</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td>Reading</td>
<td>37%</td>
<td>31%</td>
<td>35%</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Computer/Internet</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Time with family/friends</td>
<td>18%</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Watching-going to movies</td>
<td>11%</td>
<td>13%</td>
<td>13%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Exercise/working out</td>
<td>10%</td>
<td>13%</td>
<td>12%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Video/computer games</td>
<td>10%</td>
<td>16%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Walking/running/jogging</td>
<td>8%</td>
<td>5%</td>
<td>11%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Gardening</td>
<td>7%</td>
<td>1%</td>
<td>4%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Concerts/listening to/playing music</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Hobby-related activities</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Eating/going to restaurants</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Cooking/baking</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Sewing/needlework/quilting</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Attending/watching sports events</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Shopping</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Sleeping/napping</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
The Harris Poll found that the number of leisure hours Americans have returned to 20 hours per week after dipping during the economic downturn. America’s leisure time had fluctuated less than one hour annually between 1987 and 2007, consistently remaining between 19 and 20 hours, but dropped to an all-time low of 16 hours from 2008 through 2011. Leisure time was 20 hours per week for both men and women in 2017.

By age, the median time for leisure in 2017 was as follows:

- 18-to-36: 20 hours per week
- 37-to-48: 18 hours per week
- 49-to-67: 21 hours per week
- 68 and older: 30 hours per week

Among those with children in the household, leisure time averaged 15 hours per week while those without children at home enjoyed 25 hours per week of leisure time.

### 1.5 Leisure Activities For Millennials

A survey by Urban Land Institute (www.uli.org) asked Millennials their favorite leisure activities; up to five activities could be listed. Responses were as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>56%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Spending time with family</td>
<td>48%</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td>Spending time with friends</td>
<td>42%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Listening to/playing music</td>
<td>41%</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>Reading</td>
<td>38%</td>
<td>47%</td>
<td>29%</td>
</tr>
<tr>
<td>Playing computer/video games</td>
<td>32%</td>
<td>21%</td>
<td>42%</td>
</tr>
<tr>
<td>Online social networking</td>
<td>30%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Cooking</td>
<td>22%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>Exercise/go to the gym/indoor sports</td>
<td>21%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Shop in stores</td>
<td>18%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Shop online</td>
<td>18%</td>
<td>21%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### 1.6 The Quality of Leisure Time

The easiest way to measure leisure is to take survey data on how many hours a week people spend at work and subtract from 24. Since 1965, the number of hours the average American works for pay has not changed much. By this simple measure, then,
leisure has also stayed about the same. The common perception among most people, however, is that their leisure time is shrinking, that they simply do not have enough time to do all of the things they would like to. One reason is that much of consumers’ time is spent performing personal tasks like cooking, cutting the grass, cleaning, etc.

Consumers spend some time off the job in consumption (watching TV, hanging out with friends, reading for pleasure) and some in production (cooking dinner, cleaning the house, doing household repairs). Some activities, like sleeping and eating, fall somewhere in between, while others, including child care and gardening, combine pleasure and production. The difference is that consumers could, in theory, pay someone else to do the production for them. A personal chef or a restaurant can make a meal, for example, but nobody else can play golf or watch television for them.

In a study for the Federal Reserve Bank of Boston, Prof. Erik Hurst and economist Mark A. Aguiar used several definitions of leisure in analyzing time-use surveys dating to 1965. The consistent finding was that Americans overall are not, in fact, working as much as they used to. Using the most restrictive definition, which includes only “entertainment/social activities/relaxing” and “active recreation,” the economists found that leisure had increased 5.1 hours a week. Assuming a 40-hour work week, that is like adding six weeks of vacation – an enormous increase. (note: The study used pre-recession data and thus did not take into account the influence of the economic downturn.)

The increase in leisure time has been particularly striking for women. Women have entered the paid labor force in large numbers since 1965 and have since gained just as much time for leisure as men. The difference is in where the gains came from.

Ninety-seven percent (97%) of men ages 21-to-65 had jobs in 1965, compared with 87% in 2003. That drop accounts for about 60% of the increase in leisure time for men. By contrast, for women the entire gain in their leisure time is coming from declines in non-market work. The time women spend on cooking and cleaning and laundry and other household maintenance has dramatically declined over the last 40 years. Women now spend 11.1 fewer hours a week than they did in 1965 working at home. The biggest drop, 6.2 hours a week, came in cooking and cleaning up after meals – not surprising given the tremendous growth in restaurant and takeout meals and use of microwave ovens.

Then there is the distinction between tasks that are performed out of necessity and those that are by choice – chosen as leisure. There was a time, for example, that people sewed and knitted out of necessity to make clothing needed by the family. Now, needle arts is a leisure activity for most.

1.7 Market Resources
AMUSEMENT PARKS

2.1 Market Assessment

There are more than 400 amusement parks and attractions in the United States. According to the International Association of Amusement Parks and Attractions (IAAPA, www.iaapa.org), more than 300 million people visit U.S. amusement parks annually. These visits have an economic impact of $57 billion.

According to IBISWorld (www.ibisworld.com), there are 651 amusement parks in the United States; combined revenue was $18 billion in 2017. Average annual growth was 5.2% from 2012 to 2017.

“The amusement parks industry has experienced strong growth over the five years to 2017, largely driven by an increase in international and domestic visitor numbers and rising consumer spending. Although the industry is highly competitive, the major amusement park operators have used their intellectual property rights to use major film franchises and entertainment to their advantage. Broad improvements in the U.S. economy and increased travel activity are the main drivers of the amusement parks industry.”

IBISWorld, 12/17

According to the World Waterpark Association (www.waterparks.org), annual attendance at U.S. water parks is 70 million to 72 million. Most of the attendance is from free-standing water park visits; however, visits to indoor water park resorts are also included in the figure.
There are more than 1,000 water parks in North America, including municipal/city-owned pools with water park features, corporate-owned water parks, independently owned water parks, and indoor/resort-style water parks.

2.2 City-by-City Survey

According to The Media Audit (www.themediaaudit.com), 21.1% of adults living in metropolitan areas visit an amusement park at least once a year. The following metropolitan areas have the highest percentage of adults who do so:

- Orlando, FL: 49.7%
- Orange County, CA: 39.0%
- Tampa-St. Petersburg, FL: 38.2%
- Los Angeles, CA: 35.6%
- Sarasota, FL: 35.1%

2.3 Most-Visited Amusement Parks

According to a May 2018 report by the Themed Entertainment Association (TEA, www.teaconnect.org), there were 151.38 million visitors to the Top 20 theme parks in North America in 2017, a 2.3% increase from the previous year.

Visits to the Top 20 theme parks were as follows (change from previous year in parenthesis):

- Magic Kingdom at Walt Disney World (Lake Buena Vista, FL): 20.45 million (0.3%)
- Disneyland (Anaheim, CA): 18.30 million (2.0%)
- Disney’s Animal Kingdom at Walt Disney World (Lake Buena Vista, FL): 12.50 million (15.3%)
- Epcot at Walt Disney World (Lake Buena Vista, FL): 12.20 million (4.2%)
- Disney’s Hollywood Studios at Walt Disney World (Lake Buena Vista, FL): 10.72 million (-0.5%)
- Universal Studios at Universal Orlando (Orlando, FL): 10.20 million (2.0%)
- Disney California Adventure (Anaheim, CA): 9.57 million (3.0%)
- Islands of Adventure at Universal Studios (Orlando, FL): 9.55 million (2.0%)
- Universal Studios Hollywood (Universal City, CA): 9.06 million (12.0%)
- Knott’s Berry Farm (Buena Park, CA): 4.03 million (0.5%)
- seaworld Florida (Orlando, FL): 3.96 million (-10.0%)
- Busch Gardens Tampa Bay (Tampa, FL): 3.96 million (-5.0%)
- Canada’s Wonderland (Maple, Ontario, Canada): 3.76 million (1.0%)
- Cedar Point (Sandusky, OH): 3.60 million (no change)
- Kings Island (Kings Island, OH): 3.47 million (2.5%)
- Six Flags Magic Mountain (Valencia, CA): 3.36 million (1.0%)
- Hershey Park (Hershey, PA): 3.30 million (0.8%)
- Six Flags Great Adventure (Jackson, NJ): 3.24 million (0.5%)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seaworld California (San Diego, CA)</td>
<td>3.10 million</td>
<td>-13.9%</td>
</tr>
<tr>
<td>Six Flags Great America (Gurnee, IL)</td>
<td>3.04 million</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

There were 15.35 million visitors to the Top 20 water parks in 2017, a 2.9% drop from the previous year.

Visits to the Top 20 water parks were as follows (change from previous year in parenthesis):

- **Typhoon Lagoon at Disney World (Orlando, FL):** 2.16 million (-5.0%)
- **Blizzard Beach at Disney World (Orlando, FL):** 1.94 million (-7.0%)
- **Universal's Volcano Bay (Orlando, FL):** 1.50 million (n/a)
- **Aquatica (Orlando, FL):** 1.38 million (-10.0%)
- **Schlitterbahn (New Braunfels, TX):** 1.01 million (-3.0%)
- **Water Country USA (Williamsburg, VA):** 711,000 (-3.0%)
- **Adventure Island (Tampa, FL):** 631,000 (-2.9%)
- **Six Flags White Water (Marietta, GA):** 559,000 (-1.6%)
- **Schlitterbahn (Galveston, TX):** 545,000 (-3.0%)
- **Six Flags Hurricane Harbor (Arlington, TX):** 533,000 (-2.9%)
- **Spilash Splash (Calverton, NY):** 513,000 (no change)
- **Wet'n'Wild Splashtown (Houston, TX):** 476,000 (-5.0%)
- **Wet N' Wild (Phoenix, AZ):** 467,000 (-2.9%)
- **Six Flags Hurricane Harbor (Jackson, NJ):** 440,000 (-2.0%)
- **Camelbeach (Tannersville, PA):** 424,000 (-3.0%)
- **Dollywood’s Splash Country (Pigeon Forge, TN):** 424,000 (1.9%)
- **Typhoon Texas (Katy, TX):** 418,000 (-5.0%)
- **Cedar Point Shores (Sandusky, OH):** 412,000 (5.1%)
- **Knott’s Soak City USA (Buena Park, CA):** 399,000 (2.0%)
- **Wet ‘N Wild Emerald Pointe (Greensboro, NC):** 398,000 (no change)

### 2.4 Market Resources


International Association of Amusement Parks and Attractions, 9205 Southpark Center Loop, Suite 300, Orlando, FL 32819. (321) 319-7600. ([www.iaapa.org](http://www.iaapa.org))


World Waterpark Association, 8826 Santa Fe Drive, Suite 310, Overland Park, KS 66212. (913) 599-0300. ([www.waterparks.org](http://www.waterparks.org))
3

ARTS & CRAFTS

3.1 Market Assessment

The Association for Creative Industries (www.craftandhobby.org) estimates annual spending for craft and hobby supplies at $43 billion.

The association’s Creative Products Size of the Industry Study, published in February 2017, assessed that 63% of U.S. households, or 79.2 million households, participated in one or more crafting activity during the prior twelve months; 65.5 million households participated in a creative activity in the past month.

Participation by activity is as follows:

- Painting & Drawing (includes calligraphy, coloring books, and print making): 41.0 million
- Edible Arts (cake or sweet treat decorating and other food crafts): 39.7 million
- Kids Crafts: 37.0 million
- Paper Crafts (card making, paper crafting, and scrapbooking): 36.5 million
- Sewing & Fabric (fabric/sewing for apparel, crafting, home decor, and quilting): 32.2 million

The following are other areas of crafts activity:

- Beads & Jewelry
- Floral Crafting
- Knitting & Crochet
- Needle Arts (cross-stitch, embroidery, needle felting, needlepoint, etc.)
- Wood Crafts & Home Decor (ready-to-decorate wood crafts including furniture and home decor)
- Other crafts (including holiday, event and mixed-media projects, doll making, candle making, and stenciling)

Overall participating in crafting is 60% female and 40% male.

3.2 Crafters

For the greater majority of today’s crafters, crafting is a labor of love. Long gone are the days when craft-type work was done out of necessity. Most crafters take joy in the entire process of crafting something, from decided what to make to shopping for materials to putting on the finishing touches to a piece. Crafters are driven to
create not only for their own personal satisfaction, but also as a way to personalize gift-giving. Some crafters indulge in their hobbies in order to create signature pieces to add uniqueness to their homes.

For some, crafting is a way to relax, others enjoy crafting while bonding with family or friends. There are scores of clubs and associations where hobbyists can bond with like-minded crafters, perhaps to get inspiration and ideas or help if they get stuck on a project.

Capitalizing on the popularity of crafting, retailers have created a welcoming environment for crafters (and a loyal customer base) by offering demonstrations, classes, workshops with guest speakers, and more. Some craft outlets, like the small, independent knit shop or a pottery painting store, offer packages for private parties and other in-store gatherings.

Whatever the craft, from something common like quilting to an obscure niche such as crewel, a significant number of craft hobbyists dedicate a great deal of time and money to their beloved art.

Despite the image of crafting as a hobby for the retired, crafts retailers report that almost 50% of arts and crafts shoppers are ages 35-to-54.

The most popular crafts have scores of books dedicated to the art, numerous magazines, websites, television programs, and more. New crafters use these resources to bone up on their skills. Many crafters host blogs dedicated to their art, offering fellow crafters tips, patterns, and even items they’ve made for purchase.

### 3.3 Online Marketplace

Some crafters have turned their hobby into a business. Etsy (www.etsy.com), the dominant online marketplace for artisanal goods, reports the following activity:

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Merchandise Sales</th>
<th>Active Buyers</th>
<th>Active Sellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$895 million</td>
<td>9.32 million</td>
<td>830,000</td>
</tr>
<tr>
<td>2013</td>
<td>$1.35 billion</td>
<td>14.03 million</td>
<td>1.07 million</td>
</tr>
<tr>
<td>2014</td>
<td>$1.93 billion</td>
<td>19.81 million</td>
<td>1.35 million</td>
</tr>
<tr>
<td>2015</td>
<td>$2.39 billion</td>
<td>24.15 million</td>
<td>1.56 million</td>
</tr>
<tr>
<td>2016</td>
<td>$2.84 billion</td>
<td>28.57 million</td>
<td>1.75 million</td>
</tr>
<tr>
<td>2017</td>
<td>$3.25 billion</td>
<td>33.36 million</td>
<td>1.93 million</td>
</tr>
</tbody>
</table>

### 3.4 Crafts Supply Stores

The following are the largest craft supply chains, ranked by number of U.S. locations as of January 2018:

- Michaels (www.michaels.com): 1,367
- Jo-Ann Stores (www.joann.com): 850
- Hobby Lobby (www.hobbylobby.com): 600
- A.C. Moore Arts & Crafts (www.acmoore.com): 130
3.5 Crafts Fairs and Festivals

Approximately 10,000 arts and crafts festivals are held annually in the United States.

According to the Survey of Public Participation in the Arts, by The National Endowment for the Arts (www.arts.gov), 22.4% of adults (52.8 million adults) go to a crafts fair or visual arts festival at least once a year.

By demographic, the percentages of adults who attended a crafts fair or visual arts festival were as follows:

**Gender**
- Female: 26.4%
- Male: 18.1%

**Age**
- 18-to-24: 18.2%
- 25-to-34: 21.6%
- 35-to-44: 22.0%
- 45-to-54: 24.5%
- 55-to-64: 25.8%
- 65-to-74: 26.2%
- 75 and older: 15.1%

**Race/Ethnicity**
- African-American: 11.9%
- Caucasian: 26.2%
- Hispanic: 16.8%
- Other: 16.2%

**Education**
- Some high school: 8.1%
- High school graduate: 16.3%
- Some college: 23.6%
- College graduate: 32.9%
- Graduate school: 36.9%

The following is a list of prominent crafts festivals:

Directories of events are posted online at the following sites:
- www.craftsfaironline.com
- www.craftmasternews.com
- www.nationalcraftshows.com
3.6 Adult Coloring

Adult coloring books have been a niche publishing genre for several decades; Dover Press has been selling them since 1970. The market exploded in 2015, plateaued in 2016, and slowed slightly in 2017. Nielsen BookScan (www.nielsen.com) assessed annual U.S. sales of coloring books at 12 million.

According to Nielsen, demographics of adult colorers are as follows:

Gender
• Female: 71%
• Male: 29%

Age
• 18-to-29: 36%
• 30-to-54: 45%
• 55 and older: 19%

“Why are so many adults shelling out money and taking the time to pick up an activity most left behind right around the time they learned to tie their shoes on their own? Many claim coloring promotes mental well-being. Staying inside the lines, especially in more complex illustrations, takes a lot of concentration, which blocks out distraction. In this sense, coloring could be a species of mindfulness like meditation, which has been shown to reduce stress.”

Time

The NPD Group (www.npd.com) assesses the coloring and art supplies market at over $1.1 billion.
“Social activities like paint nights continue to grow in participation in the U.S. and worldwide, providing the average consumer with fun and entertainment, and a chance to make new connections. The social and digital aspects of this movement have also opened the door for more consumers to build, maintain, and grow a small business. The adult coloring books phenomenon is indicative of consumers’ need to sit back, relax, and focus on something creative while also providing ‘me-time.’ Adult coloring has gained so much popularity worldwide that colored pencil manufacturers are challenged to keep up with the growing global demand.”

Leen Nsouli, Analyst
The NPD Group

3.7 Market Resources
American Craft Council, 1224 Marshall Street NE, Suite 200, Minneapolis, MN 55413. (612) 206-3100. (www.craftcouncil.org)

Association for Creative Industries (rebranded from Craft & Hobby Association in 2017), 319 East 54th Street, Elmwood Park, NJ 07407. (201) 835-1200. (www.craftandhobby.org)
4.1 America’s Love Affair With The Automobile

There are nearly as many automobiles in the United States as there are people. CNW Marketing Research (www.cnwmr.com) estimates the number at more than 290 million, twice as many as were on the road 20 years ago. Nationwide, 18% of households actually have more cars than people.

Passionate owners view their autos as more than simply a mode of transportation; for some their cars, SUVs, and pickup trucks are an extension of themselves. Beyond the over 300 available make and model options, derivatives of the models add up to well over 1,000 options for a vehicle’s style. And this is before extras like steel rims, GPS devices, satellite radio and in-car TVs, sun roofs, tinted windows, and myriad choices of color. For millions, these choices are still not enough, so they customize their cars.

Beyond customizing, car enthusiasts collect vintage autos, attend car shows and auto museums, take driving experiences such as fantasy camp racing, and watch or participate in motor sports.

4.2 Auto Customizing

Car customizing has been prominent in American pop culture since the 1950s. Hobbyists are driven to car customizing for various reasons, from supping up the engine to boost performance to creating a unique look to express personal style, all of which has translated into increased sales of high performance and custom parts and accessories. According to the 2017 Market Report, by the Specialty Equipment Market Association (SEMA, www.sema.org), retail sales of specialty parts are $41 billion, or about $14 billion at the manufacturing level and increasing at 5% per year. One-third of parts are sold online.

The biggest growth in customization has come in the ‘tuner’ market. Tuners are four-cylinder compact cars – mostly Asian imports – that are customized with exotic wheels, tires, body kits, paint, and racing engine computers. It’s not unusual for tuner enthusiasts to buy a car for $5,000 to $6,000 and then spend another $10,000 to $15,000 customizing it.

The market for auto customizing is most popular among young adults. SEMA estimates college students spend $6 billion a year customizing their cars, about 15% of all expenditures for the hobby.
4.3 Auto Shows

Production cars and concept cars are introduced annually at major auto shows throughout the United States. Attendance ranges from 500,000 to over one million at major shows.

The following are the most prominent auto shows:

- Atlanta International Auto Show (Atlanta, GA; http://goautoshow.com)
- Chicago Auto Show (Chicago, IL; www.chicagoautoshow.com)
- Cleveland Auto Show (Cleveland, OH; www.clevelandautoshow.com)
- DFW Auto Show (Dallas, TX; www.dallasautoshow.com)
- Houston Auto Show (Houston, TX; www.houstonautoshow.com)
- LA Auto Show (Los Angeles, CA; www.laautoshow.com)
- North American International Auto Show (Detroit, MI; https://naias.com)
- Philadelphia International Auto Show (Philadelphia, PA; www.phillyautoshow.com)
- San Francisco International Auto Show (San Francisco, CA; www.sfautoshow.com)
- Seattle International Auto Show (Seattle, WA; www.seattleautoshow.com)
- St. Louis Auto Show (St. Louis, MO; www.saintlouisautoshow.com)
- Washington Auto Show (Washington, DC; www.washingtonautoshow.com)

With attendance of more than one million people, the Chicago Auto Show is the largest in the U.S.

Motor Trend Auto Shows (www.motortrendautoshows.com) hosts annual shows in Albuquerque, NM; Anaheim, CA; Baltimore, MD; Charleston, WV; Davenport, IA; Fresno, CA; Greenville, SC; Honolulu, HI; Las Vegas, NV; Memphis, TN; Milwaukee, WI; Nashville, TN; Orlando, FL; Phoenix, AZ; Providence, RI; Richmond, VA; Salt Lake City, UT; and Tampa, FL.

4.4 Vintage Car Shows

Several hundred events are held each year across the U.S. for car enthusiasts. Goodguys Rod & Custom Association (www.good-guys.com), with over 70,000 members, holds 70 events, including shows, rallies, and swap meets.

The largest among vintage car shows is the annual Woodward Dream Cruise; its 25th event held in August 2018 drew more than 40,000 cars and one million spectators.

The following are some other major annual events:

- Amelia Concours d’Elegance (Amelia Island, FL; www.ameliaconcours.org)
- Art Center Car Classic - Art Center College of Design (Pasadena, CA; www.artcenter.edu/carclassic/)
- Auburn Cord Duesenberg Festival (Auburn, IN; www.acdfestival.org)
- Automobiles Monterey (Seaside, CA; www.automobiliamonterey.com)
- Blackhawk Exposition Sale (Pebble Beach, CA; www.blackhawkcollection.com)
- Bonhams & Butterfields Classic Car & Motorcycle Auctions (various locations; www.bonhams.com/usa/cars/)
- Charlotte Autofair (Charlotte, NC; www.charlotte-autofair.com)
• Concorso Italiano (Monterey Bay, CA; www.concorso.com)
• Corvettes at Carlisle (Carlisle, PA; www.carsatcarlisle.com/ce/events/corvettes/)
• Forest Grove Concours d’Elegance (Forest Grove, OR; www.forestgroveconcours.org)
• Hilton Head Motoring Festival and Concours d’Elegance (Hilton Head, SC; www.hhiconcours.com)
• Iola Old Car Show & Swap Meet (Iola, WI; https://iolaoldcarshow.com)
• National Corvette Restorers Society annual convention (various locations; www.ncrs.org)
• Pebble Beach Concours d’Elegance (Pebble Beach, CA; www.pebblebeachconcours.net)
• RM Auctions Vintage Motor Cars (various locations; www.rmauctions.com)
• Silver’s Hot August Nights Auction (Reno, NV; www.hotaugustnights.net)
• Southwest Street Rod Nationals Plus (Oklahoma City, OK; www.okstatefair.com/content/southwest-street-rod-nationals-0)
• Telluride Festival of Cars & Colors (Telluride, CO; https://carsandcolors.com)
• The Classic Auto Show (Los Angeles, CA; www.theclassicautoshow.com)
• The Elegance at Hershey (Hershey, PA; http://theeleganceathershey.com)
• The Morgan Adams Concours d’Elegance (Denver, CO; www.morganadamsconcours.org)
• The Texas Hoedown (Homestead, TX; www.thetexashoedown.com)
• Woodward Dream Cruise (Detroit, MI; www.woodwarddreamcruise.com)

A regularly updated, interactive calendar published online by Edmunds at www.edmunds.com/auto-shows/calendar.html lists auto events. A calendar of auto events compiled by Hemmings is posted at www.hemmings.com/calendar/.

4.5 Auto Museums

Auto museums are assessed in Section 49.4 of this handbook.
5.1 Private Aviation

There are an estimated 2.7 million Americans with flying experience. The Federal Aviation Administration (FAA, www.faa.gov) reported the number of active private airplane pilots and student pilots in the U.S. as follows:

<table>
<thead>
<tr>
<th></th>
<th>Active</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>211,096</td>
<td>84,339</td>
</tr>
<tr>
<td>2008</td>
<td>222,596</td>
<td>80,989</td>
</tr>
<tr>
<td>2009</td>
<td>211,619</td>
<td>72,280</td>
</tr>
<tr>
<td>2010</td>
<td>202,020</td>
<td>119,119</td>
</tr>
<tr>
<td>2011</td>
<td>194,441</td>
<td>118,657</td>
</tr>
<tr>
<td>2012</td>
<td>188,001</td>
<td>119,946</td>
</tr>
<tr>
<td>2013</td>
<td>180,214</td>
<td>120,285</td>
</tr>
<tr>
<td>2014</td>
<td>174,883</td>
<td>120,546</td>
</tr>
<tr>
<td>2015</td>
<td>170,718</td>
<td>122,729</td>
</tr>
<tr>
<td>2016</td>
<td>162,313</td>
<td>128,501</td>
</tr>
<tr>
<td>2017</td>
<td>162,455</td>
<td>149,121</td>
</tr>
</tbody>
</table>

The number of pilots has been declining gradually over the past several decades, down from a peak in 1980. One factor contributing to the decline in piloting is the expense of flight training and costs associated with operating and maintaining a plane. It can cost $8,000 to $10,000 for training and licensing, followed by $200 or more an hour for aircraft rental, according to Michael Miller, an aviation consultant for The Velocity Group (www.velocity-group.com).

According to the FAA, pilots log 28 million flying hours annually, approximately one-third of which are for recreation and personal use.

There are about 220,000 general aviation aircraft in the U.S., more that twice the total of all other nations combined.

5.2 Air Shows

The International Council of Airshows (www.airshows.aero) estimates that approximately 450 airshows are held annually across the United States. Collectively, over 30 million spectators attend these shows. Those figures make it clear that airshows appeal not just to pilots but also to the mainstream public.

The largest air show events, ranked by attendance, are as follows:
• Chicago Air & Water Show (Chicago, IL; http://chicagoairandwatershow.us): 2.2 million
• Battle Creek Balloon Championships and Air Show (Battle Creek, MI; www.bcballoons.com): 978,000
• Great New England Airshow (Westover AFB, MA; www.greatnewenglandairshow.com): 900,000
• EAA AirVenture Oshkosh (Oshkosh, WI; www.eaa.org/en/airventure): 800,000
• Joint Services Open House (Andrews AFB, MD; www.jsoh.org): 750,000
• MCAS Miramar Air Show (Miramar, CA; http://miramarairshow.com): 700,000
• Sun ‘n’ Fun Fly-In (Lakeland, FL; www.sun-n-fun.org): 700,000
• Thunder Over Louisville (Louisville, KY; http://thunderoverlouisville.org): 650,000
• AirFest (McDill AFB, 56th Operations Group, FL; www.macdill.af.mil): 525,000

The following links to a list of prominent air shows by state:

The following are online directories of air shows:
• www.aero-pix.com/schedule/schedule.htm
• www.airshownetwork.com/all_shows.html
• www.airshows.com
• www.milavia.net/airshows/calendar/

5.3 Aviation and Aerospace Museums
Aviation and aerospace museums are assessed in Section 49.4 of this handbook.

5.4 Market Resources
Aircraft Owners and Pilots Association, 421 Aviation Way, Frederick, MD 21701. (800) 872-2672. (www.aopa.org)

American Institute of Aeronautics and Astronautics, 12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191. (703) 264-7500. (www.aiaa.org)

Federal Aviation Administration, 800 Independence Avenue SW, Washington, DC 20591. (202) 493-4305. (www.faa.gov)

6

BICYCLING

6.1 Overview

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 38.9 million people bike at least once a year – 19.3 million are casual participants (<26 times per year) and 18.7 million are core participants (>26 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual (Million)</th>
<th>Core (Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>18.5</td>
<td>20.6</td>
</tr>
<tr>
<td>2010</td>
<td>19.0</td>
<td>20.8</td>
</tr>
<tr>
<td>2011</td>
<td>19.1</td>
<td>20.7</td>
</tr>
<tr>
<td>2012</td>
<td>19.0</td>
<td>20.8</td>
</tr>
<tr>
<td>2013</td>
<td>19.5</td>
<td>21.4</td>
</tr>
<tr>
<td>2014</td>
<td>19.3</td>
<td>20.5</td>
</tr>
<tr>
<td>2015</td>
<td>18.8</td>
<td>19.4</td>
</tr>
<tr>
<td>2016</td>
<td>19.2</td>
<td>19.1</td>
</tr>
<tr>
<td>2017</td>
<td>20.2</td>
<td>18.7</td>
</tr>
</tbody>
</table>

The demographics of bicyclists who ride more than six times a year are as follows (source: National Sporting Goods Association [www.nsga.org]):

**Gender**

- Female: 45.9%
- Male: 54.1%

**Age:**

- 7-to-11: 22.9%
- 12-to-17: 18.8%
- 18-to-24: 9.4%
- 25-to-34: 17.0%
- 35-to-44: 15.2%
- 45-to-54: 7.5%
- 55-to-64: 4.4%
- 65 and over: 4.8%

**Income**

- Under $15,000: 13.3%
- $15,000 to $24,999: 12.9%
- $25,000 to $34,999: 15.3%
• $35,000 to $49,999: 20.7%
• $50,000 to $74,999: 24.5%
• Over $75,000: 13.3%

6.2 Top Bicycle-Friendly Cities

Biennially, *Bicycling* ranks the Top 50 bike-friendly cites in the U.S. The 2016-2017 list was as follows:

1. Chicago, IL
2. San Francisco, CA
3. Portland, OR
4. New York, NY
5. Seattle, WA
6. Minneapolis, MN
7. Austin, TX
8. Cambridge, MA
9. Washington, DC
10. Boulder, CO
11. Denver, CO
12. Fort Collins, CO
13. Indianapolis, IN
14. Salt Lake City, UT
15. Philadelphia, PA
16. Madison, WI
17. Boston, MA
18. Eugene, OR
19. New Orleans, LA
20. Pittsburgh, PA
21. Oakland, CA
22. Tempe, AZ
23. Tucson, AZ
24. Los Angeles, CA
25. Arlington, VA
26. San Jose, CA
27. Boise, ID
28. Long Beach, CA
29. Gainesville, FL
30. Chattanooga, TN
31. Louisville, KY
32. Saint Paul, MN
33. Grand Rapids, MI
34. Alexandria, VA
35. Albuquerque, NM
36. Cincinnati, OH
37. Sacramento, CA
38. Tallahassee, FL
39. Columbus, OH
40. Miami, FL
41. Cleveland, OH
42. Columbia, MO
43. Atlanta, GA
44. Lincoln, NE
45. Tampa, FL
46. Milwaukee, WI
47. Salem, OR
48. Scottsdale, AZ
49. Thousand Oaks, CA
50. Detroit, MI

6.3 Bicycle-Friendly Communities

The League of American Bicyclists (www.bikeleague.org) launched the Bicycle Friendly Community program in 1995. From over 1500 community applications, 430 communities have been recognized as Bicycle Friendly Communities and over 100 as Honorable Mention communities.

The top designations in 2017 were as follows:

- Platinum communities: 5
- Gold communities: 29
• Silver communities: 82
• Bronze communities: 270

The following were the top communities in 2017:

Platinum
• Boulder, CO
• Davis, CA
• Fort Collins, CO
• Madison, WI
• Portland, OR

Gold
• Ashland, OR
• Austin, TX
• Bloomington, IN
• Breckenridge, CO
• Cambridge, MA
• Carbondale, CO
• Chico, CA
• Corvallis, OR
• Crested Butte, CO
• Durango, CO
• Eugene, OR
• Hilton Head Island, SC
• Jackson and Teton County, WY
• Menlo Park, CA
• Minneapolis, MN
• Missoula, MT
• Palo Alto, CA
• Park City-Snyderville Basin, UT
• San Luis Obispo, CA
• San Francisco, CA
• Santa Cruz, CA
• Scottsdale, AZ
• Seattle, WA
• Somerville, MA
• Steamboat Springs, CO
• Tempe, AZ
• Tucson & East Pima Region, AZ
• Urbana, IL
• Wood River Valley, ID

6.4 Bicycle-Friendly States

The League of American Bicyclists ranked Bicycle Friendly States in 2017 as follows:
1. Washington
2. Minnesota
3. California
4. Massachusetts
5. Oregon
6. Colorado
7. Delaware
8. Utah
9. New Jersey
10. Virginia
11. Maryland
12. Pennsylvania
13. Michigan
14. Vermont
15. Florida
16. Illinois
17. Maine
18. Ohio
19. Georgia
20. North Carolina
21. Arizona
22. Rhode Island
23. New York
24. Connecticut
25. Texas
26. Wisconsin
6.5 Bike-Sharing Programs

Bike-sharing programs have long been popular in many major European cities. The first bike-sharing programs were launched in the U.S. in the late-1990s; all were abandoned after pilot runs. The first permanent public bike-rental programs in the U.S. were launched in Washington, D.C., and Louisville, Kentucky, in 2008. These programs spurred other cities to look at the concept; by 2012, about two dozen major cities had developed plans for their own program.

According to Prof. Dan Malouff, there were 119 bike-sharing systems in the U.S. in 2017, covering all but two of the 20 largest urban areas. Combined they had about 4,800 stations.

Ranked by number of stations, the largest bike-share systems in 2017 were as follows:

- New York, NY: 645
- Chicago, IL: 581
- Washington, DC: 437
- Minneapolis, MN: 197
- Boston, MA: 184
- Miami, FL: 147
- Topeka, KS: 138
- Philadelphia, PA: 105
- Portland, OR: 100
- San Diego, CA: 95

6.6 Bicycle Commuting

An increasing number of Americans are opting to commute by biking or walking. According to People Powered Movement (www.peoplepoweredmovement.org), between 2000 and 2017, the number of bicycle commuters in the U.S. increased by 51%.

The following are the cities with the highest percentage of biking commuters:

- Davis, CA: 16.6%
- Berkeley, CA: 9.0%
- Boulder, CO: 9.0%
- Portland, OR: 6.3%
- Fort Collins, CO: 5.3%
- Madison, WI: 4.9%
- Washington, D.C.: 4.6%
The following cities saw large increases in bicycle traffic between 2011 and 2016 (source: People Powered Movement):

- Detroit, MI: 1494%
- Wichita, KS: 358%
- Omaha, NE: 258%
- Arlington, TX: 201%
- St. Louis, MO: 140%
- Pittsburgh, PA: 85%
- New York City, NY: 46%

### 6.7 Bicycle Trails

The U.S. Bicycle Route System is under development as a national network of bicycle routes linking urban, suburban, and rural areas across the continental United States. For a route to be officially designated a U.S. Bicycle Route, it must connect two or more states, a state and an international border, or other U.S. Bicycle Routes. Routes are nominated for numbered designation by State Departments of Transportation (DOTs) and are catalogued by the American Association of State Highway and Transportation Officials (AASHTO, [www.transportation.org](http://www.transportation.org)) through the Special Committee on U.S. Route Numbering, the same committee that assigns numbers to U.S. highways and interstates.

The first two U.S. Bicycle Routes were established in 1982: U.S. Bike Route 1 in Virginia and North Carolina and U.S. Bike Route 76 in Virginia, Kentucky, and Illinois. No additional routes were designated until 2003 when AASHTO formed a Task Force ([http://route.transportation.org/pages/USBicycleRoutes.aspx](http://route.transportation.org/pages/USBicycleRoutes.aspx)) to reinvigorate the system.

The East Coast Greenway (ECG; [www.greenway.org](http://www.greenway.org)), begun in 1991, is one of the most ambitious bicycle route projects to date; the scope of the project is to link 2,900 miles of urban, suburban, and rural hiking and biking trails from the Canadian border in Maine to the Florida Keys. Similar in scope to the Appalachian Trail – but passing through dense population zones like Boston, New York, and Washington, D.C. – the ECG is largely funded by government grants earmarked for alternative transportation projects.

The first 370 miles of the Greenway (54 new or renovated paved trails – mostly in New England and the Mid-Atlantic) opened in 2003; the cost was $400 million. When finished the ECG will include direct links with 27 Amtrak stations. Total cost is estimated at $1.9 billion.

In 2017, 22 new segments of the Greenway in nine states, Maine to Florida, were designated. At year-end 2017, the East Coast Greenway was 32% complete – connecting 15 states, 450 cities and towns, and 3,000 miles of trails. More than 900 miles of off-road, protected, multi-use paths were designated as part of the East Coast Greenway.

The Adventure Cycling Association ([www.adventurecycling.org](http://www.adventurecycling.org)) developed the Underground Railroad Bicycle Route (Mobile, Alabama, to Owen Sound, Ontario) in 2007. There are five segments totaling a distance of 2,006 miles. This is the only U.S. trail ranked by *National Geographic* in the world’s Top 10 Cycling Routes.
6.8 Market Resources
Adventure Cycling Association, 150 East Pine Street, P.O. Box 8308, Missoula, MT 59807. (800) 755-2453. (www.adventurecycling.org)

East Coast Greenway, 5826 Fayetteville Road, Suite 210, Durham, NC 27713. (919) 797-0619. (www.greenway.org)


Pedestrian and Bicycle Information Center, 730 Martin Luther King Jr. Boulevard, Suite 300, Chapel Hill, NC 27599. (888) 823-3977. (www.pedbikeinfo.org)

People Powered Movement, 1705 DeSales Street NW, Washington DC 20036. (202) 883-7557. (www.peoplepoweredmovement.org)
CASINOS

7.1 Market Assessment

There are two general categories of casinos in operation in the United States: commercial casinos and tribal casinos.

According to the American Gaming Association (AGA, www.americangaming.org), consumer spending on commercial casino gaming has been as follows:

- 2010: $34.60 billion
- 2011: $35.64 billion
- 2012: $37.34 billion
- 2013: $37.87 billion
- 2014: $37.70 billion
- 2015: $38.54 billion
- 2016: $38.96 billion

Tribal casinos generated $32.4 billion in gross gaming revenues in FY2017, a 3.9% increase from the prior year, according to the National Indian Gaming Commission (www.indiangaming.org).

According to Casino City’s Indian Gaming Industry Report, by Alan P. Meister, Ph.D., of Nathan Associates (www.nathaninc.com), tribal casinos in the Top Five states generate 62% of total gaming revenue. Tribal gaming revenue in the Top Five states was as follows:

- California: $7.32 billion
- Oklahoma: $3.95 billion
- Washington: $2.34 billion
- Florida: $2.38 billion
- Arizona: $1.82 billion

According to the American Gaming Association, the following percentages of casino patrons engage in various non-gaming activities:

- Eat at a fine-dining restaurant: 76%
- Visit a bar or club: 65%
- See a show or concert: 62%
- Go shopping: 58%
- Visit a pool, spa, or fitness center: 50%

In the same survey, twice as many people responded that the overall casino experience – dining, shows, and entertainment – is more fun that gambling.
7.2 Casino Census

According to the American Gaming Association, the number of casinos in the U.S. in 2017 was as follows:

- Commercial casinos: 515
- Tribal casinos: 500
- Total: 1,015

Commercial casinos were distributed by type as follows:

- Land-based casinos: 404
- Riverboat casinos: 57
- Racetrack casinos: 54

Casino locations, by state, were as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Commercial Casinos</th>
<th>Tribal Casinos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Alaska</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Arizona</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>California</td>
<td>0</td>
<td>70</td>
</tr>
<tr>
<td>Colorado</td>
<td>35</td>
<td>2</td>
</tr>
<tr>
<td>Connecticut</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Delaware</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Florida</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Idaho</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Illinois</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Indiana</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>Iowa</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>Kansas</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Louisiana</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Maine</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Maryland</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Massachusetts</td>
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<td>0</td>
</tr>
<tr>
<td>Michigan</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>Minnesota</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Mississippi</td>
<td>28</td>
<td>3</td>
</tr>
<tr>
<td>Missouri</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>Montana</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Nebraska</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Nevada</td>
<td>273</td>
<td>5</td>
</tr>
<tr>
<td>New Jersey</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>New Mexico</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>New York</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>North Carolina</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>North Dakota</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Ohio</td>
<td>11</td>
<td>0</td>
</tr>
</tbody>
</table>
• Oklahoma: 2 132
• Oregon: 0 9
• Pennsylvania: 12 0
• Rhode Island: 2 0
• South Dakota: 25 14
• Texas: 0 2
• Washington: 0 33
• West Virginia: 5 0
• Wisconsin: 0 27
• Wyoming: 0 4

7.3 State-by-State

Commercial casino gaming revenue by state in 2017 was as follows (source: American Gaming Association; change from previous year in parenthesis):
• Colorado: $810.7 million (2.62%)
• Delaware: $403.4 million (-1.71%)
• Florida: $545.9 million (2.88%)
• Illinois: $1.413 billion (-1.71%)
• Indiana: $2.216 billion (0.02%)
• Iowa: $1.446 billion (1.53%)
• Kansas: $364.3 million (-0.94%)
• Louisiana: $2.537 billion (-4.19%)
• Maine: $133.1 million (2.55%)
• Maryland: $1.203 billion (9.55%)
• Massachusetts: $155.0 million (75.72%)
• Michigan: $1.385 billion (0.67%)
• Mississippi: $2.122 billion (1.20%)
• Missouri: $1.714 billion (0.77%)
• Nevada: $11.257 billion (1.29%)
• New Jersey: $2.602 billion (1.55%)
• New Mexico: $232.3 million (-9.24%)
• New York: $2.017 billion (3.42%)
• Ohio: $1.691 billion (2.91%)
• Oklahoma: $113.3 million (0.15%)
• Pennsylvania: $3.213 billion (1.25%)
• Rhode Island: $619.1 million (0.53%)
• South Dakota: $104.6 million (-3.42%)
• West Virginia: $654.8 million (-4.62%)

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7.4 Largest Casino Gaming Markets

According to the AGA, the largest casino gaming markets are as follows:

- Las Vegas Strip, NV: $6.376 billion
- Atlantic City, NJ: $2.406 billion
- Chicagoland (IL/IN): $1.964 billion
- New York, NY: $1.446 billion
- Baltimore/Washington, DC: $1.392 billion
- Detroit, MI: $1.386 billion
- Philadelphia, PA: $1.236 billion
- Gulf Coast, MS: $1.177 billion
- St. Louis, MO: $1.013 billion
- The Poconos, PA: $981.4 million
- Lake Charles, LA: $886.8 million
- Boulder Strip (Las Vegas, NV): $788.1 million
- Kansas City/St. Joseph, MO: $783.6 million
- Reno/Sparks, NV: $723.7 million
- Shreveport/Bossier City, LA: $688.7 million
- Black Hawk/Central City, CO: $684.9 million
- Tunica/Lula, MS: $611.7 million
- Cincinnati area, OH: $603.3 million
- Pittsburgh/Meadowlands, PA: $587.2 million
- New Orleans, LA: $583.0 million

7.5 Market Resources


Casino City Press, 95 Wells Avenue, Newton, MA 02459. (617) 332-2850. (www.casinocitypress.com)

Casino Journal, 2401 W. Big Beaver Road, Suite 700, Troy, MI 48084. (847) 763-9534. (www.casinojournal.com)


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CHALLENGE COURSES

8.1 Adventure Races and Obstacle Races

*SportsBusiness Journal (SBJ)* estimates that about five million people participate in an obstacle race each year. Races generate approximately $400 million in revenue, the bulk of which comes from entry fees. Events attract up to 20,000 athletes a weekend to ranches, farms, motocross venues, and offseason ski resorts.

Obstacle races, which require both strength and cardiovascular endurance, combine running with climbing ropes and walls, slithering under cargo nets and barbed wire, carrying sandbags and logs, leaping over fire, and crawling through claustrophobia-inducing tubes and freshly dug tunnels.

The majority of adventure race participants are in the 21-to-35 age group, a younger demographic than marathons and triathlons. Finish line parties with bands and free beer for over-21 athletes is standard at races.

8.2 Major Races

The following are major races:

**Reebok CrossFit Games**

- The CrossFit Games ([http://games.crossfit.com](http://games.crossfit.com)), a series of competitions held annually since 2007, are designed to recognize the fittest men and women in the world. There are three stages of the CrossFit Games: worldwide Opens, with several thousand competitors, 17 Regionals, and the annual Reebok CrossFit Games, where 100 athletes compete in three days of events.

**Spartan Race**

- Spartan Race ([www.spartan.com](http://www.spartan.com)) attracted 350,000 participants to 40 events each year. Races range from three to 13 miles.
- Death Race ([www.youmaydie.com](http://www.youmaydie.com)), one of the Spartan events, takes athletes through the hills and frigid waters of Pittsfield, Vermont, around the clock until roughly 80% of the field drops out.
- A three-mile course in and around Fenway Park (Boston, MA) draws more than 10,000 participants.

**Tough Mudder**

- Launched in 2010, Tough Mudder ([https://toughmudder.com](https://toughmudder.com)) is a 12-mile obstacle
course that includes a plunge into a dumpster full of ice water, slogs through natural and man-made muck, and a race-ending dash through electrically charged wires. Runners spend an average of 2½ hours on the course.

- Tough Mudder draws about 470,000 participants annually to 35 events in the United States, Europe, Canada, and Australia.
- *SBJ* estimates the races generate annual revenue of $70 million, including six-figure deals with a dozen sponsors that include 24 Hour Fitness, Bic, Dos Equis, EAS, and Under Armour.

**Warrior Dash**
- Warrior Dash ([www.warriordash.com](http://www.warriordash.com)), a three-mile muddy obstacle race, attracts over 500,000 participants each year to its 50 events. Events are held in the United States and Australia.
- *SBJ* estimates Red Frog Events, which hosts the races, generates $65 million from entry fees and sponsor deals with MillerCoors, Reebok, and Monster Energy.
- Participants are 70% to 80% male and the average age is 30.

The following are other popular adventure races:
- **Kinetic Heights** ([https://kineticheights.com](https://kineticheights.com)) is an indoor challenge course in Charlotte, North Carolina, that includes a high ropes course, a Ninja Warrior course, a parkour training area, a bouldering wall, a warped wall, and zip lines.
- **Rugged Maniac Obstacle Race** ([https://ruggedmaniac.com](https://ruggedmaniac.com)), hosted in Brooklyn, Chicago, Minneapolis, and other cities, includes 12-foot walls to scale and 50-foot water slides.
- **Ski to Sea** ([www.skitosea.com](http://www.skitosea.com)) is an 89-mile race from Bellingham to Seattle that involves seven sports.
- **Ultimate Ninja Athlete Association** ([www.ultimateninja.net](http://www.ultimateninja.net)) organizes competitions at ninja obstacle course gyms across the U.S. Athletes qualify at area and regional competitions; qualifiers participate in the Ultimate Ninja Championship Final. The 2017 Ultimate Ninja Athlete Finals were held in July at Soar United (Dallas, TX).

### 8.3 Parkour and Freerunning

Parkour, a word derived from the French word for obstacle course, is a combination of gymnastics and running where the aim is to overcome obstacles – from branches and rocks to rails and concrete walls – getting to a destination. Originally developed in France, the main purpose of parkour is to teach participants how to move through their environment by vaulting, rolling, running, climbing, and jumping. Parkour practitioners are known as traceurs.

Freerunning, where participants use the city and rural landscape to perform movements through its structures, is similar to parkour. The distinction is that parkour emphasizes efficiency while freerunning places more emphasis on freedom of movement and creativity.
The popularity of parkour has increased significantly in the United States within the past few years and the activity is immensely popular on some college campuses. There are over 100 organized parkour groups at U.S. colleges; a blog by American Parkour (www.americanparkour.com/smf/index.php/board.144.0.html) links these communities.

8.4 Zipline Courses

There are about 300 zipline courses in the United States, an increase from roughly 10 in 2001. About 36 million zips were taken in 2017. Prices to ride vary widely: It costs $10 to ride an 800-foot zip line at a KOA camp in Santa Paula, California, for instance, but $112 to ride two zip lines at the San Diego Zoo Safari Park.

The following links to a list of the best zipline canopy tours in the U.S. (sources: CNN Travel, Travel + Leisure, USA Today, and various online media sources):

A zipline directory is available at www.ziplinerider.com/Zipline_Locations.html.

8.5 Market Resources

Association for Challenge Course Technology, P.O. Box 19797, Boulder, CO. 80308. (800) 991-0286. (www.acctinfo.org)

Professional Ropes Course Association, 6260 E. Riverside Boulevard, Suite 104, Loves Park, IL 61111. (815) 986-7776. (www.prcainfo.org)

Ultimate Ninja Athlete Association, 2420 Comanche Road NE, Suite H3, Albuquerque, NM 87107. (505) 980-0149. (www.ultimateninja.net)
9.1 Overview
Ringling Bros. and Barnum & Bailey Circus, billed as The Greatest Show on Earth, closed in 2017, ending an era of extravagant big top circuses. But smaller-scale circuses remain popular across the U.S. and Canada.

“The demise of the traditional traveling circus has unearthed a flourishing ecosystem of boutique circuses and participatory upstarts across the country. Though the Ringling Bros. retired in May, dry your eyes and pop your clown nose on; there are plenty more circuses you can visit wide-eyed or run away to and join.”

Smithsonian, 7/17

9.2 National Circuses
Two circuses are national in scope. Both are based in Canada.

Cavalia
• Seen by more than 5 million people worldwide, Cavalia (www.cavalia.net), developed by Normand Latourelle, a founder of Cirque du Soleil, is a tribute to horses. This multimedia extravaganza features more than 100 two- and four-legged artists, including horses of 12 breeds, riders, acrobats, aerialists, dancers, and live musicians.
• Cavalia launched a second touring production, Odysseo, in 2011.

Cirque de Soleil
• Founded in 1984, Cirque du Soleil (www.cirquedusoleil.com) has grown into an award-winning performance arts company. The touring productions in North
America, Europe, and Asia consistently receive rave reviews from critics and audiences. The company has 23 productions seen by more than 20 million spectators each year around the world.

- The 2018 schedule included 14 permanent and touring shows:
  - Cirque du Soleil has 6 permanent shows in Las Vegas: 0 (Bellagio), KÀ (MGM Grand); Michael Jackson ONE (Mandalay Bay), Mystère (Treasure Island Hotel & Casino), The Beatles Love (Mirage), and Zumanity (New York-New York Hotel & Casino).
  - Cirque du Soleil has seven touring Big Top shows Crystal, LUZIA, OVO, Sép7imo Día - No Descansaré, TORUK - The First Flight, Totem, and Volta.
  - JOYÀ plays in Rivera Maya (Mexico).
- More than 120 million people have experienced Cirque performances worldwide.

9.3 Local Circuses and Traveling Troupes

According to Smithsonián, 90% of the U.S. population lives within an hour’s drive of a performing circus.

The following is a list of local circuses in the U.S. and Canada:

- Absinthe Vegas (www.absinthevegas.com)
- Big Apple Circus (www.bigapplecircus.com)
- Carson & Barnes Circus (www.carsonbarnescircus.com)
- Circus Amok! (www.circusamok.org)
- Circus Flora (https://circusflora.org)
- Circus Smirkus (www.smirkus.org)
- Circus Vargas (www.circusvargas.org)
- Cirque des Voix (http://vancouercircusschool.ca)
- Florida State University Flying High Circus (http://circus.fsu.edu)
- Illinois State University Gamma Phi Circus (https://gammaphicircus.illinoisstate.edu)
- Jim Rose Circus (www.jimrosecircus.com)
- Midnight Circus (http://midnightcircus.net)
- Teatro Zin Zanni (https://zinzanni.com)
- Triton Troupers Circus (http://tritontrouperscircus.com)
- UniverSoul Circus (www.universoulcircus.com)
- Wanderlust Circus (www.wanderlustcircus.com)
- Zoope Circus (www.zoppe.net)
“Roving troupes and single-ring spectacles abound. Like Circus Amok!, whose clowns in drag perform free outdoor shows, spotlighting social issues from AIDS to immigration to gentrification. Or Absinthe, a naughty Las Vegas cabaret-circus hybrid the New York Times cheers as ‘Cirque du Soleil as channeled through the Rocky Horror Picture Show.’ Cirque des Voix sets aerial routines to choral music performed by more than a hundred singers and a 40-piece orchestra, and UniverSoul, the only African-American-owned circus, is an extravaganza of black culture from around the world.”

Smithsonian, 7/17

9.4 Circus Schools

According to Janet M. Davis, author of The Circus Age: Culture and Society Under the American Big Top (University of North Carolina Press), there are 85 circus schools and training centers in the U.S.

The following is a list of circus schools in the U.S. and Canada:

- Camp Winnarainbow (www.campwinnarainbow.org)
- Circus Juventas (http://circusjuventas.org)
- Circus Smirkus (www.smirkus.org)
- Cirque School (www.cirqueschoolla.com)
- Clown Conservatory (http://circuscenter.org/clown)
- España-Streb Trapeze Academy (http://streb.org/trapeze/)
- National Circus Project (www.nationalcircusproject.com)
- National Circus School (www.ecolenationaledecirque.ca)
- New England Center for Circus Arts (www.necenterforcircusarts.org)
- New York Circus Arts Academy (www.nycircusarts.com)
- Orlando Circus School (www.orlandocircusschool.com)
- Philadelphia School of Circus Arts (www.phillycircus.com)
- San Francisco School of The Circus Arts (http://circuscenter.org)
• Trapeze High (www.trapezehigh.com)
• TSNY Trapeze School (www.trapezeschool.com)
• Vancouver Circus School (www.vancouvercircusschool.ca)
• Zacada Circus (www.zacadacircus.com)

9.5 Market Resources
American Circus Educators Association, P.O. Box 482, Ithaca, NY 14851. (914) 441-8834. (www.americancircuseducators.org)

Circus Historical Society, 519 N. Union St., Appleton, WI 54911. (www.circushistory.org)

Circus World Museum, 550 Water Street, Baraboo, WI 53913. (608) 356-8341. (www.circusworldmuseum.com)

The Circus Arts Conservatory, 2075 Bahia Vista Street, Sarasota, FL 34239. (941) 355-9335. (www.circusarts.org)
10.1 Overview
Citizen science, or crowdsourced science, involves the collection and analysis of data relating to the natural world by members of the general public, typically as part of a collaborative project with professional scientists.

The oldest citizen science project is the Audubon Society’s Christmas Bird Count, which was initiated in 1900. The project is still active.

*How Scientists Engage the Public*, a report by Pew Research Center (www.pewinternet.org), reported that 71% of scientists affiliated with the American Association for the Advancement of Science (AAAS, www.aaas.gov) believe the public has either some or a lot of interest in their specialty area, 98% maintain some level of interaction with citizens, 47% use social media to talk about science or scientific developments, and 24% blog about science and research.

10.2 Interest In Science And Technology
According to Pew Research Center (www.pewresearch.org), 59% of adults are interested in science and technology. Thirty-two percent (32%) rank science and technology among the topics they find most interesting. By demographic, those who find science and technology most interesting are as follows:

**Gender**
- Female: 22%
- Male: 43%

**Age**
- 18-to-29: 39%
- 30-to-49: 32%
- 50-to-64: 28%

**Ethnicity/Race**
- African-American: 17%
- Caucasian: 33%
- Hispanic: 36%
10.3 Science News And Information

According to a September 2017 survey by Pew Research Center, 36% of adults get science news at least a few times a week, 30% actively seek it out, and 17% do both.

“Public debates over science-related policy issues – such as global climate change, vaccine requirements for children, genetically engineered foods, or developments in human gene editing – place continuous demands on the citizenry to stay abreast of scientific developments.”

Pew Research Center, 10/20/17

Adults say that they get science news from the following sources (source: Pew Research Center):

- News outlets that cover a range of topics: 64%
- Documentaries and science video programs: 45%
- Science magazines in print or online: 25%
- Science and technology centers or museums: 12%
- Science podcasts of radio programs: 12%
- Online discussion forums about science: 11%
- Government agencies: 10%
- Advocacy organizations: 6%

According to the July 2017 General Social Survey, by the National Opinion Research Center at the University of Chicago (www.norc.org), 56% of Americans get most of their information about science and technology from the Internet. Online sources of science and technology are as follows (percentage of respondents):

- Search engine: 37%
- Online newspaper: 25%
- Online magazine: 15%
- Online news site: 6%
- Online science site: 5%
- Social media: 4%
- Wikipedia: 1%
- Other sites: 7%
The following are some online resources for those with an interest in science:

- Citizen Science Association (http://citizenscienceassociation.org)
- Citizen Science Central, Cornell University (http://www.birds.cornell.edu/citscitoolkit/)
- CitizenSci Blog (http://blogs.plos.org/citizensci/)
- Citizenscience.gov is a U.S. government website designed to accelerate the use of crowdsourcing and citizen science across the U.S. government. The site provides a portal to three key assets for federal practitioners: a searchable catalog of federally supported citizen science projects, a toolkit to assist with designing and maintaining projects, and a gateway to a federal community of practice to share best practices.
- *Find a Citizen Science Project*, University of Illinois at Urbana-Champaign (http://guides.library.illinois.edu/friendly.php?s=citizen-science/find-a-project)
- U.S. EPA Region 2 Citizen Science (www3.epa.gov/region02/citizenscience/)
- *What Is Citizen Science?*, University of Illinois at Urbana-Champaign, April 2016. (http://guides.library.illinois.edu/c.php?g=348340&p=2347193)

10.4 Astronomy

About one million adults consider themselves to be amateur astronomers, or backyard astronomers, a group that frequently watches the night sky as a hobby. Amateur astronomers are attracted to the moon, planets, stars, comets, meteor showers, and a variety of deep sky objects such as star clusters, galaxies, and nebulae. Some amateur astronomers enjoy satellite spotting.

There are many amateur astronomical societies across the United States serving as a meeting point for those interested in astronomy, whether they be people who are actively interested in observing or “armchair astronomers” who may be simply interested in the topic. Hampered by light pollution, city-based organizations typically focus less on observing the local night sky than on having regular meetings with speakers and organizing observational field trips.

Approximately 20 million people visit planetariums each year, according to the International Planetarium Society (www.ips-planetarium.org). Slightly more than 50% of the world’s planetariums are located in North America. Approximately 33% of these planetariums are located in primary or secondary schools; 17% are at colleges and universities; 15% are part of museums and science centers; 7% are associated with observatories or other institutions; the locales of the remaining 27% vary.

A list of prominent planetariums is available at www.rkma.com/planetariums.pdf. The International Dark-Sky Association (www.darksky.org) has identified locations worldwide for their pristine nighttime beauty. There are 50 designated Dark-Sky Communities, Parks, Preserves, and Sanctuaries in the United States, as follows:
Communities
- Beverly Shores, IN
- Borrego Springs, CA
- Dripping Springs, TX
- Flagstaff, AZ
- Homer Glen, IL
- Horseshoe Bay, TX
- Kaibab Paiute Reservation, AZ
- Ketchum, ID*
- Sedona, AZ
- Village of Oak Creek, AZ
- Westcliffe and Silver Cliff, CO

Parks
- Antelope Island State Park (Utah)*
- Big Bend National Park (Texas)
- Big Bend Ranch State Park (Texas)*
- Big Cypress National Preserve (Florida)*
- Black Canyon of the Gunnison National Park (Colorado)
- Blue Ridge Observatory and Star Park (North Carolina)
- Canyonlands National Park (Utah)
- Capitol Reef National Park (Utah)
- Cedar Breaks National Monument (Utah)*
- Chaco Culture National Historical Park (New Mexico)
- Cherry Springs State Park (Pennsylvania)
- Copper Breaks State Park (Texas)
- Dead Horse Point State Park (Utah)
- Death Valley National Park (California)
- Enchanted Rock State Natural Area (Texas)
- Geauga Observatory Park (Ohio)
- Grand Canyon National Park (Arizona)
- Grand Canyon-Parashant National Monument (Arizona)
- Great Basin National Park (Nevada)*
- Headlands (Michigan)
- Hovenweep National Monument (Utah)
- Joshua Tree National Park (California)
- Kartchner Caverns State Park (Arizona)*
- Kissimmee Prairie Preserve State Park (Florida)
- Mayland Earth to Sky Park & Bare Dark Sky Observatory (Maryland)*
- Natural Bridges National Monument (Utah)
- Newport State Park (Wisconsin)*
- Obed Wild and Scenic River (Tennessee)*
- Oracle State Park (Arizona)
• Pickett CCC Memorial State Park & Pogue Creek Canyon State Natural Area (Tennessee)
• Salinas Pueblo Missions National Monument (New Mexico)*
• South Llano River State Park (Texas)*
• Staunton River State Park (Virginia)
• Stephen C. Foster State Park (Florida)*
• UBarU Camp and Retreat Center (Texas)
• Waterton-Glacier International Peace Park (Montana)*
• Weber County North Fork Park (Utah)

Reserves
• Central Idaho Dark Sky Reserve (Idaho)*

Sanctuary
• Cosmic Campground IDSS (New Mexico)

* Designated in 2017

“For centuries, people gazing at the sky after sunset could see thousands of vibrant, sparkling stars. In the U.S., light pollution has gotten so bad that, by one estimate, 8 out of 10 children born today will never encounter a sky dark enough for them to see the Milky Way. There is hope, however, in the form of astrotourism, a small but growing industry centered on stargazing.”

Time

There are 33 Dark-Sky designations outside the United States.

10.5 Gem Hunting and Rock Collecting
While rocks, gems, and minerals are collected across the U.S., ‘rockhounding,’ as collecting is called by those in the hobby, is especially popular in Western North Carolina and the region spanning New Mexico, Arizona, and Southern California. There are numerous clubs and organizations in most every region.

Among the books for gem and rock collectors, *Rockhounding California* (Falcon Books, second edition) by Gail Butler, provides maps, directions, and descriptions of 75 of the state’s best sites for rockhounding – from popular public and commercial areas to some great, lesser known areas to dig. The book also lists area clubs throughout the state.

_________________________________________________________________

“California is a rock collecting/gem hunting paradise from the rich deserts to sun drenched beaches.”

Gail Butler, Author
*Rockhounding California*

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Crater of Diamonds State Park (www.craterofdiamondsstatepark.com), near Murfreesboro, Arkansas, is the only public diamond mine in the world. The park is the site of the former farm where John Huddleston found two diamonds in 1906, sparking a hysteria known as “diamond fever.” Visitors to the park can search a 37-acre plowed field – the eroded surface of an ancient, gem-bearing volcanic pipe – and they keep their finds. About 60,000 people annually visit Huddleston’s old farm site; over 75,000 diamonds have reportedly been unearthed there.

10.6 Raising Birds, Fish and Reptiles

Engaging with wildlife is a favorite leisure activity. Over 86 million people observe, feed, or photograph wildlife or birds (see Chapter 82), and there are over 175 visits to zoos and aquariums (see Chapter 85) each year. Many people go beyond observing wildlife and raise birds, fish, reptiles, or small animals in their home.

The *National Pet Owners Survey*, published by the American Pet Products Association (APPA, www.americanpetproducts.org), reports the number of U.S. households that raise various animals, birds, and fish as follows:

- Freshwater fish: 12.0 million
- Birds: 5.7 million
- Small animals: 5.6 million
- Reptiles: 4.6 million
- Saltwater fish: 1.5 million
10.7 Satellite Spotting

A surprisingly large number of people track satellites as a hobby. Spotters, as they call themselves, use binoculars and telescopes to locate satellites in the night sky, then map each one by calculating its path and speed. The hobby calls for long hours outdoors, patience and, for the adept, lots of math.

Spotters communicate through the email network SeeSat-L and share findings through websites such as galaxypix.com and satobs.org.

“Thousands of people form the spotter community. Many look for historical relics of the early space age, working from publicly available orbital information. Others watch for phenomena like the distinctive flare of sunlight glinting off bright solar panels of some telephone satellites. Still others are drawn to the secretive world of spy satellites.”

*The New York Times*

Spotters abound in knowledge about classified military reconnaissance missions and space missions. Some private groups, such as GlobalSecurity.org, even specialize in military and space activities. But, as one spotter puts it, “We are not nerdy buffs who lie on our backs and look into the sky and try to undermine governments. Spotting is simply a hobby.”

10.8 Science Centers

Science centers are assessed in Section 49.4 of this handbook.

10.9 Market Resources

American Association for the Advancement of Science, 1200 New York Avenue NW, Washington, DC 20005. (202) 326-6400. ([www.aaas.org](http://www.aaas.org))

Association of Science-Technology Centers (ASTC), 818 Connecticut Avenue NW, 7th Floor, Washington, DC 20006. (202) 783-7200. ([www.astc.org](http://www.astc.org))
Center for Science in the Public Interest, 1220 L Street NW, Suite 300, Washington, DC 20005. (202) 332-9110. (www.cspinet.org)

International Dark-Sky Association, 3223 N. First Avenue, Tucson, AZ 85719. (520) 293-3198. (www.darksy.org)

International Planetarium Society, 215 Fifth Street, Marietta, OH 45750. (www.ips-planetarium.org)
11

CLIMBING

11.1 Participation

According to the *2018 SFIA Participation Topline Report*, by the Sports & Fitness Industries Association (SFIA, www.sfia.org), participation in climbing in 2017 was as follows:

- Indoor: 5.0 million
- Traditional/ice/mountaineering: 2.5 million
- Sport/boulder: 2.1 million

The International Olympic Committee is considering climbing as a sport for the 2020 Summer Games.

11.2 Climbing Gyms

According to *Climbing Business Journal (CBJ)*, there were 465 climbing gyms in the U.S. at year-end 2017; 43 opened in 2017, double the number of openings in 2016. Demand could support 1,000 more, according to *CBJ*.

*Fortune* assesses climbing gyms as a $150 million industry in the United States.

_________________________________________________________________

“Climbing gyms have mushroomed around the globe in the past decade, making the pastime safer and more accessible to city dwellers. Millennials, keener on experiences than possessions, have piled in. Sporty children who may once have pursued gymnastics now often pick climbing instead. Some start as young as five, leading to dizzying leaps in performance.”

*The Economist, 6/10/17*

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11.3 Mountaineering

Climbing is popular worldwide. The International Climbing and Mountaineering Federation (UIAA, www.theuiaa.org), the world governing body in mountaineering and climbing, has 1.3 million members worldwide.

The most popular mountaineering destinations in the United States are the Rocky Mountains, the Sierra Nevada of California, the Cascades of the Pacific Northwest, the high peaks of The Alaska Range, and Saint Elias Mountains.

Mount McKinley, in Denali National Park (Alaska), is the highest mountain in North America (20,320 feet) and one of the World’s Seven Summits. It is the only U.S. mountain ranked by National Geographic among the world’s top 10 climbs. Mountaineers typically climb Mount McKinley in guided groups. RMI (www.rmiguides.com), the longest-running guide service operating at the mountain, has led over 300 expeditions.

Mount Rainier offers the largest glaciers in the continental United States. About 8,000 to 13,000 people attempt the climb each year; about half of the attempts are successful, with weather and conditioning being the most common reasons for failure. It typically takes climbers two to three days to reach the summit.

11.4 Market Resources

American Safe Climbing Association, P.O. Box 3691, Boulder, CO 80307. (www.safeclimbing.org)

Climbing Business Journal. (www.climbingbusinessjournal.com)

Climbing Wall Association, 1460 Lee Hill Drive, Boulder, CO 80304. (720) 838-8284. (www.climbingwallindustry.org)

International Climbing and Mountaineering Federation. (www.theuiaa.org)

USA Climbing, 4909 Pearl East Circle, Suite 102, Boulder, CO 80301. (303) 499-0715. (www.usaclimbing.org)
12

COLLECTING

12.1 Participation and Spending

According to *Brandweek*, approximately 50 million Americans collect as a hobby. *Investor’s Business Daily* estimated the collectibles business (excluding art, jewelry, and vintage automobiles/aircraft) at $70 billion annually.

12.2 Scope of Collecting

Classic collectibles include antiques, autographs, baseball cards, Beatles collectibles, bobblehead figures, books, bottles and jars, bricks, coins, comic books, duck decoys, glassware, photographs, post cards, pottery, record albums, rock ‘n roll memorabilia, rocks and fossils, semi-precious stones, souvenirs, sports memorabilia, and stamps. *Warman’s Field Guides* identifies other popular collections: Barbie dolls, Bean Plush, cookie jars, depression glass, Disney collectibles, dolls, Elvis collectibles, firearms, fishing lures, Hot Wheels, Hummels, jewelry, kitschy kitchen, Lionel trains, Match Box toys, militaria, tools, toys, watches, and Zippo lighters. For the affluent, popular collections include antiquities, classic cars, fine art, gems and precious stones, rare wines, and vintage aircraft. Even these lists just scratch the surface of collectibles. There are at least 2,200 categories of collectibles, according to Tony Hyman, former host of CBS’s *What It’s Worth*.

The following are estimated participation for some popular types of collections:

- Coins: 27 million
- Stamps: 20 million
- Memorabilia: 16 million
- Dolls: 16 million
- Christmas items: 15 million
- Art prints and lithographs: 10 million

The typical collecting household maintains more than three separate collections. An estimated 70% of these households purchased one or more items for their collections in the past year.

Collecting tends to be more actively pursued by consumers ages 35-to-64. In a survey by Unity Marketing (www.unitymarketingonline.com), only 11% of those who identified themselves as collectors were under age 36; most were over 50.
The wealth-management arm of Barclays (www.barclays.com) estimates that global high net worth households hold an average of 9.6% of their wealth in collectibles. Year-over-year growth in the value of high-end collectibles has been as follows:

- Fine art: 36%
- Classic cars: 25%
- Coins: 17%
- Wine: 10%
- Stamps: 6%

“Collectibles are known as ‘emotional assets’ and ‘investments of passion,’ but are not an insignificant portion of net worth for wealthy investors.”

Forbes

12.3 Art Collecting

The 2017 TEFAF Art Market Report, by The European Fine Art Foundation (TEFAF, www.tefaf.com), reported global art sales at $45.0 billion. U.S. art sales were $13.3 billion, a 29.5% share of total sales values. The U.K., second-highest in art sales, had a 24% share; China accounted for 18% by value.

The market for fine art is primarily being driven by two factors: an increase in the number of wealthy collectors around the world and the recognition of art as an investment.

Private sales by dealers and other agents accounted for 53% of the total market by value, with sales at auction accounting for 47%. Dealers estimated that 40% of their sales on average were made at art fairs.

Christie’s (www.christies.com) and Sotheby’s (www.sothebys.com), dominate the global auction market for fine art, with auction sales of $6.5 billion and $6.0 billion, respectively. They also broker about $1.5 billion each in private art sales annually.

The Art Newspaper estimates global online art sales as follows:

- 2013: $1.5 billion
- 2014: $2.6 billion
- 2015: $3.3 billion
- 2016: $3.8 billion
- 2017: $4.8 billion
12.4 Classic Cars

The Wall Street Journal estimates there are nearly three million antique and classic collector cars in the U.S.

According to Bonhams (www.bonhams.com), a British auction house, the sales of classic cars worldwide exceeds $1 billion annually.

The run-up in collectible auto prices in recent years has been staggering. A 1965 Ferrari 275 GTB Alloy that failed to garner an opening bid of $225,000 at auction in 2001 recently sold for $1.3 million.

While it is not uncommon for vintage cars to sell at prices above a million dollars, collecting is not just a rich man’s hobby. A budding collector can start with a 1965 Ford Mustang or a mint-condition 1957 Volkswagen Beetle, for example, for as little as $15,000. A new generation of collectors is expected to eventually run up the prices of the cars of their youth, such as Datsun 240Zs and Honda CRXs.

Classic cars are generally bought and sold through auctions hosted by Barrett-Jackson Auction Co. (www.barrettjackson.com), Gooding & Co. (www.goodingco.com), and RM Auctions (www.rmauctions.com), among others. Collectible cars are also sold through publications such as DuPont Registry.

The worldwide auction record high for a classic-car auction is the sale of a 1962 250 GTO Ferrari, which sold in 2013 at the annual Pebble Beach Concours d’Elegance (Carmel, CA) for $38 million.

______________________________________________________________

“Big-ticket vintage cars such as Ferraris and Bentleys have surged in value over the past five years, in part, because of an ultraloose monetary policy that’s encouraged speculators to look into niche asset classes. But this year the market shows signs of slipping. Recent auctions have shown a softening in the market for blue chip vintage autos.”

Bloomberg Businessweek, 7/17/17

______________________________________________________________

12.5 Commemorative Coins

Between 1999 and 2008, the United States Mint (www.usmint.gov) released a series of commemorative quarters featuring each of the 50 states. The program was extended to the District of Columbia and the U.S. Territories in 2009. The U.S. mint
estimates that 147 million people, or almost one-half of the U.S. population, have collected the quarters.

Presidential $1 coins, which were released by the U.S. Mint beginning in 2007, have been popular, outselling and outcirculating their dollar coin predecessors, the Sacagawea and Susan B. Anthony coins.

The U.S. Mint honored Abraham Lincoln throughout 2009 with four back-side designs for the penny. These coins, too, have been immensely popular with collectors.

In 2010, the U.S. Mint began issuing the America The Beautiful Quarters, a series which recognizes National Parks, with five quarters issued per year. The series will continue through at least 2021.

12.6 Sports Cards

The sports trading card industry peaked with sales of $1.1 billion in 1991; sales in 2017 were about $200 million. The number of card stores nationwide is down to less than 1,000, from about 4,500 at peak.

The popularity of baseball card collecting has faltered, in part, because manufacturers began focusing the market toward investors, some charging up to $150 for packs that included extras such as autographs and small pieces of jerseys. Topps has redirected the market back to kids with basic cards that are inexpensive.

Only Topps Company (www.topps.com) and Upper Deck (www.upperdeck.com) remain significant trading card producers; there once were about 80 producers.
13

COMEDY CLUBS

13.1 Market Assessment

According to Scarborough Research (www.scarborough.com), 6% of adults visit a comedy club each year.

IBISWorld (www.ibisworld.com) estimates that there are 930 comedy clubs in the U.S.; combined annual revenue is $315 million.

13.2 Top Cities For Comedy

Using the Humor Algorithm, the Humor Research Lab at University of Colorado Boulder (http://humorreresearchlab.org) ranked major U.S. cities for humor as follows:

1. Chicago, IL
2. Boston, MA
3. Atlanta, GA
4. Washington, DC
5. Portland, OR
6. New York, NY
7. Los Angeles, CA
8. Denver, CO
9. San Francisco, CA
10. Seattle, WA
11. Minneapolis, MN
12. Long Beach, CA
13. Philadelphia, PA
14. Austin, TX
15. Raleigh, NC
16. Cleveland, OH
17. Charlotte, NC
18. Phoenix, AZ
19. Mesa, AZ
20. San Diego, CA
21. Oakland, CA
22. Louisville-Jefferson County, KY
23. Sacramento, CA
24. Columbus, OH
25. Indianapolis, IN
26. Memphis, TN
27. Baltimore, MD
28. Kansas City, MO
29. San Jose, CA
30. Wichita, KS
31. Colorado Springs, CO
32. Omaha, NE
33. Oklahoma City, OK
34. Milwaukee, WI
35. Nashville-Davidson, TN
36. Dallas, TX
37. Houston, TX
38. Albuquerque, NM
39. Detroit, MI
40. Fresno, CA
41. El Paso, TX
42. Tucson, AZ
43. Las Vegas, NV
44. Virginia Beach, VA
45. Tulsa, OK
46. Arlington, TX
47. San Antonio, TX
48. Miami, FL
49. Jacksonville, FL
50. Fort Worth, TX
13.3 Market Resources
Humor Research Lab, University of Colorado Boulder. (http://humorresearchlab.org)

The following links to a list of popular comedy clubs:
14

COMPUTER & VIDEO GAMES

14.1 Market Assessment

According to the Entertainment Software Association (ESA, www.theesa.com) and The NPD Group (www.npd.com), total consumer spending on computer and video games was $36.0 billion in 2017, an 18% increase over 2016. Distribution was as follows (change from previous year in parenthesis):

- Software including in-game purchases and subscriptions: $29.1 billion (18%)
- Hardware, including peripherals: $6.9 billion (19%)

*Bloomberg Businessweek* estimates the U.S. market for used video games at $1.6 billion.

*Newzoo* (www.newzoo.com) estimates global computer and video game spending in 2018 at $137.9 billion. There are 2.3 billion gamers across the globe.

14.2 Participation

According to a 2017 report by Pew Research Center (www.pewresearch.org), the percentage of adults, by age, who play video games on a computer, TV, game console, cellphone, or other portable device is as follows:

- 18-to-29: 60%
- 30-to-49: 53%
- 50-to-64: 32%
- 65 and older: 24%

Young men are most likely to play video games. Among men under age 30, 72% often or sometimes play video games, compared with 49% of their female counterparts. Among people ages 50 or older, however, men and women are about equally likely to often or sometimes play video games; 27% of men and 30% of women are.

*2017 Essential Facts About the Computer and Video Game Industry*, by ESA, provides the following assessment:

- Sixty-five percent (65%) of American households are home to someone who plays video games regularly; 67% of American households own a device used to play video games.
- Gamers age 18 or older represent 72% of the video game-playing population. The average gamer is 35 years old.
• Adult women represent a greater portion of the video game-playing population (31%) than boys under age 18 (18%).
• Sixty-seven percent (67%) of parents play video games with their children at least once a week.
• Fifty-three percent (53%) of the most frequent video game players report playing video games with others.
• Eleven percent (11%) of U.S. households own a virtual reality (VR) headset, and one-third of the most frequent video game players say they plan to buy a VR headset in 2018. Seventy-four percent (74%) of PC/console VR headset owners use their device to play single player video games.

14.3 Types of Games
The following types of online games are played most often (source: ESA):

• Casual/social games: 30%
• Puzzle, board game, game show, trivia, card games: 28%
• Action, sports, strategy, role-playing: 24%
• Persistent multi-player universe: 11%
• Other: 8%

Forty-four percent (44%) of gamers play on their smartphone; 33% play on their wireless device.

The following types of mobile games are played most often:

• Casual/social games: 46%
• Puzzle, board game, game show, trivia, card games: 31%
• Action, sports, strategy, role-playing: 11%
• Persistent multi-player universe: 4%
• Other: 9%

The popularity of casual/social gaming increased 55% since 2012, according to the ESA. Among all gamers, 47% now play social games.

14.4 Game Genres
According to The NPD Group’s Retail Tracking Service, video and computer game sales (units sold) are distributed by genre as follows:

<table>
<thead>
<tr>
<th>Genre</th>
<th>Video Games</th>
<th>Computer Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>31.9%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Adventure</td>
<td>6.9%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Arcade</td>
<td>0.2%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Casual</td>
<td>2.3%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Children’s entertainment</td>
<td>0.3%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Family entertainment</td>
<td>5.5%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
• Fighting: 3.9% 0.0%
• Flight: 0.1% 0.7%
• Racing: 4.6% 0.4%
• Role-playing: 7.0% 12.3%
• Shooter: 20.0% 7.1%
• Sport games: 12.7% 0.3%
• Strategy: 3.4% 38.4%
• Other games/compilations: 1.2% 2.3%

14.5 Casual and Social Games

Casual games, also called social games because they generally involve online social networking, have become immensely popular. The category includes games such as solitaire played on desktop or mobile platforms, classic two-player games such as Scrabble.

eMarketer (www.emarketer.com) estimates that 73.7 million people, or 40% of Internet users, are social gamers, playing at least one game on a social network at least once a month.

Facebook overwhelmingly dominates as the top social gaming destination, with 83% of weekly gamers playing on the site. For many, game play is their main reason to use social network sites; about one-half of the time players log in to social sites is to play.

Casual gamers differ sharply from those who make up the video gaming demographic. According to Information Solutions Group (ISG, www.isgconsulting.com), 89% of casual gamers are 30 or older, 72% are female, and 53% are married with kids. Nearly half are college graduates.

Casual gamers play to relax – the same reason people play solitaire, dominoes, or mahjong. The games can be played for 5 minutes – while the baby is sleeping or between office meetings – or for hours at a stretch.

ISG reported the demographics of those playing casual social games as follows:

Gender
• Female: 54%
• Male: 46%

Age
• 18-to-21: 9%
• 22-to-29: 21%
• 30-to-39: 17%
• 40-to-49: 14%
• 50-to-59: 18%
• 60 and older: 20%
14.6 Mobile Gaming

According to eMarketer, more than half of all U.S. mobile phone users – about 125.9 million people or 39.8% of the total U.S. population – play games on their phones.

Mobile gaming revenues have been as follows:

<table>
<thead>
<tr>
<th></th>
<th>Download</th>
<th>In-Game</th>
<th>Ad-Supported</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011:</td>
<td>$260 million</td>
<td>$232 million</td>
<td>$79 million</td>
<td>$572 million</td>
</tr>
<tr>
<td>2012:</td>
<td>$587 million</td>
<td>$559 million</td>
<td>$218 million</td>
<td>$1.36 billion</td>
</tr>
<tr>
<td>2013:</td>
<td>$746 million</td>
<td>$737 million</td>
<td>$297 million</td>
<td>$1.78 billion</td>
</tr>
<tr>
<td>2014:</td>
<td>$907 million</td>
<td>$960 million</td>
<td>$373 million</td>
<td>$2.24 billion</td>
</tr>
<tr>
<td>2015:</td>
<td>$1.07 billion</td>
<td>$1.20 billion</td>
<td>$478 million</td>
<td>$2.73 billion</td>
</tr>
<tr>
<td>2016:</td>
<td>$1.20 billion</td>
<td>$1.56 billion</td>
<td>$580 million</td>
<td>$3.34 billion</td>
</tr>
<tr>
<td>2017:</td>
<td>$1.33 billion</td>
<td>$1.79 billion</td>
<td>$655 million</td>
<td>$3.77 billion</td>
</tr>
</tbody>
</table>

14.7 Gaming Networks

Gaming networks provide a platform for gamers to play or watch games online. Twitch.tv and Steam (www.steampowered.com), among other networks, have become immensely popular within the past few years.

Twitch.tv reports one million broadcasters and 45 million unique monthly visitors.

“During its peak hours, according to one report, Twitch is the web’s fourth largest source of traffic, behind Netflix, Google, and Apple.”

*Time*

Amazon acquired Twitch in September 2014 for $1 billion. Steam offered 3,500 games and reports more than 75 million players. In total, 781 million games are registered to members. Players have logged a combined 3.8 billion hours on Steam’s Dota 2, a fighting games.

14.8 Market Resources

Gains Through Gaming Lab, North Carolina State University, Department of Psychology, Box 7650, Raleigh, NC 27695. (919) 515-2251. (www.gainsthroughgaming.org)

Game Center at New York University, 721 Broadway, New York, NY 10003. (646) 997-0746. (http://gamecenter.nyu.edu)

Games+Learning+Society Center, University of Wisconsin-Madison, 1401 University Avenue, 2nd Floor, Madison, WI 53715. (608) 265-8739. (www.gameslearningsociety.org)

The NPD Group, 900 West Shore Road, Port Washington, NY 11050. (516) 625-0700. (www.npd.com)
15.1 Community Centers
Most cities and counties across the U.S. operate community centers and recreation centers through their parks and recreation agency.

Community centers typically include meeting and event facilities, activity areas, reception areas, and kitchen facilities. They are used to host parties, wedding showers and receptions, holiday gatherings, family reunions, church events, corporate and association functions, and more. Many community centers also offer reading rooms and study areas, rooms for crafting and hobbies, and fitness facilities.

According to the National Recreation and Park Association (NRPA, www.nrpa.org), there were approximately 11,000 public community centers in the U.S. at year-end 2017.

By city size, the numbers of community centers are as follows:
- Less than 20,000: one per 10,500 residents
- 20,000 to 49,999: one per 27,320 residents
- 50,000 to 99,999: one per 56,687 residents
- 100,000 to 250,000: one per 52,500 residents
- More than 250,000: one per 64,631 residents

Many religious organizations and youth clubs also operate community centers.

15.2 Recreation Centers
Recreation centers typically include gyms, fitness facilities, swimming pools, basketball courts, hockey and ice skating rinks, football and soccer fields, and more.

According to the National Recreation and Park Association (NRPA, www.nrpa.org), there were approximately 11,900 public recreation centers in the U.S. at year-end 2017.

By city size, the numbers of recreation centers are as follows:
- Less than 20,000: one per 10,500 residents
- 20,000 to 49,999: one per 27,320 residents
- 50,000 to 99,999: one per 56,687 residents
- 100,000 to 250,000: one per 52,500 residents
- More than 250,000: one per 64,631 residents
15.3 Senior Centers

According to the National Council on Aging (www.ncoa.org), there are 11,000 senior centers in the U.S. They serve more than one million older adults every day. Recognized by the Older Americans Act (OAA) as a community focal point, senior centers have become one of the most widely used services among America’s older adults. Compared with their peers, senior center participants have higher levels of health, social interaction, and life satisfaction.

Approximately 70% of senior center participants are women; half of them live alone. The average age of participants is 75. Seventy-five percent (75%) of participants visit their center 1 to 3 times per week, spending an average of 3.3 hours per visit.

The following are programs and services typically offered by senior centers:

- Educational and arts programs
- Employment assistance
- Health, fitness, and wellness programs
- Information and assistance
- Intergenerational programs
- Meal and nutrition programs
- Public benefits counseling
- Social and recreational activities
- Transportation services
- Volunteer and civic engagement opportunities

By city size, the numbers of public senior centers are as follows (source: NRPA):

- Less than 20,000: one per 13,500 residents
- 20,000 to 49,999: one per 31,428 residents
- 50,000 to 99,999: one per 66,194 residents
- 100,000 to 250,000: one per 123,196 residents
- More than 250,000: one per 270,735 residents

15.4 Market Resources


National Recreation and Park Association, 22377 Belmont Ridge Road, Ashburn, VA 20148. (800) 626-6772. (www.nrpa.org)
16.1 DIYers

People who prefer to fabricate or repair things themselves rather than purchase items or pay for professional repair are referred to as Do-It-Yourselfers (DIYers).

Most homeowners and renters learn the basic skills to perform some of the upkeep and repairs needed for their home. The enjoyment of learning these skills and the satisfaction of completing projects often leads people to take on increasingly complex home improvements. Such engagement has led some to become DIY hobbyists. Skill levels, of course, vary from person to person.

The American Housing Survey, by the U.S. Census Bureau (www.census.gov), reported that homeowners undertook 123 million home improvement projects during the two-year period 2015-2016. Thirty-eight percent (38%), or 47 million projects, were by do-it-yourselfers, with a median expense of $600 per project.

The most common projects for these DIYs were as follows:

<table>
<thead>
<tr>
<th>No. of Projects</th>
<th>Media Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water heater/dishwasher/disposal: 6.5 million</td>
<td>$ 400</td>
</tr>
<tr>
<td>Flooring/carpeting: 4.8 million</td>
<td>$ 800</td>
</tr>
<tr>
<td>Plumbing: 4.8 million</td>
<td>$ 250</td>
</tr>
<tr>
<td>Landscaping/sprinkler systems: 3.6 million</td>
<td>$ 500</td>
</tr>
<tr>
<td>Bath remodel: 3.1 million</td>
<td>$1,500</td>
</tr>
<tr>
<td>Windows/doors: 3.1 million</td>
<td>$ 600</td>
</tr>
<tr>
<td>Kitchen remodel: 2.1 million</td>
<td>$3,000</td>
</tr>
<tr>
<td>Fencing/walls: 2.1 million</td>
<td>$ 600</td>
</tr>
<tr>
<td>Electrical: 1.8 million</td>
<td>$ 240</td>
</tr>
<tr>
<td>Insulation: 1.7 million</td>
<td>$ 400</td>
</tr>
</tbody>
</table>

DIYers account for the bulk of sales at home center retail stores. According to JPMorgan (www.jpmorgan.com), 35% of Home Depot’s sales come from professional contractors; Lowes generates 25% of revenue from contractors. This suggests that DIYers and the general public spend over $80 billion each year at these two chains alone.

A wide range of media supports the DIY hobby. Popular Mechanics, the most popular magazine in the field, dates to 1902 and has a current circulation of 1.2 million. Better Homes and Gardens, Fine Homebuilding, My Home My Style, The Family Handyman, and This Old House are also popular among DIYers.
The PBS television series *This Old House* premiered in 1979; the show remains popular.

The HGTV Network cable television channel was launched in 1994, followed in 1999 by the DIY Network, both of which offer viewers several DIY shows.

Extensive lines of DIY how-to books are published by Sunset Books.

DIYing is popular on the Internet, with thousands of sites covering every imaginable topic.

### 16.2 Woodworking

According to Christopher Schwartz, editor of *Popular Woodworking*, 23 million Americans say they engage in woodworking as a hobby.

A recent Harris Poll (www.theharrispoll.com) found woodworking equal in popularity as a favorite leisure activity with bicycling, bowling, hiking, listening to music, playing cards, running, sewing/crocheting, and swimming. Woodworking ranked above boating, camping, horseback riding, motorcycling, skiing, and tennis as a favorite leisure activity.

*Fine Woodworking* provides the following profile of its over 200,000 subscribers:

- Average age: 56
- Male: 99%
- Married: 88%
- Attended/graduated college: 86%
- Average household income: $122,928

On average, *Fine Woodworking* subscribers have been engaged in the hobby for 21 years and spend $8,883 annually on woodworking.

17.1 Cooking for Enjoyment

Seventy-nine percent (79%) of adults enjoy cooking, according to The Harris Poll (www.theharrispoll.com). Harris found attitudes toward cooking as follows:

• Love to cook: 30%
• Enjoy cooking when I have the time: 49%
• Do not enjoy cooking: 14%
• Do not cook: 7%

Adults who love or enjoy cooking, by gender and age demographic, are as follows (source: The Harris Poll):

<table>
<thead>
<tr>
<th>Gender</th>
<th>Love Cooking</th>
<th>Enjoy Cooking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female:</td>
<td>28%</td>
<td>51%</td>
</tr>
<tr>
<td>Male:</td>
<td>32%</td>
<td>46%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Love Cooking</th>
<th>Enjoy Cooking</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-to-33:</td>
<td>32%</td>
<td>50%</td>
</tr>
<tr>
<td>34-to-45:</td>
<td>29%</td>
<td>50%</td>
</tr>
<tr>
<td>46-to-64:</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>65 and older:</td>
<td>33%</td>
<td>43%</td>
</tr>
</tbody>
</table>

17.2 Farmers’ Markets

For many people who cook at home, weekends include a visit to their favorite farmers’ market to purchase fresh and locally sourced foods.

“Though only about 2% of farm sales are retail, the USDA estimates that consumers spend $1 billion at farmers’ markets.”

Bloomberg Businessweek

By state, the numbers of farmers’ markets are as follows:

- Alabama: 142
- Alaska: 40
- Arizona: 90
- Arkansas: 108
- California: 761
- Colorado: 159
- Connecticut: 156
- Delaware: 37
- District of Columbia: 58
- Florida: 261
- Georgia: 164
- Hawaii: 98
- Idaho: 64
- Illinois: 337
- Indiana: 191
- Iowa: 229
- Kansas: 117
- Kentucky: 132
- Louisiana: 84
- Maine: 97
- Maryland: 163
- Massachusetts: 326
- Michigan: 341
- Minnesota: 197
- Mississippi: 82
- Missouri: 258
- Montana: 70
- Nebraska: 103
- Nevada: 39
- New Hampshire: 96
- New Jersey: 150
- New Mexico: 71
- New York: 671
- North Carolina: 253
- North Dakota: 66
- Ohio: 360
- Oklahoma: 71
- Oregon: 169
- Pennsylvania: 307
- Rhode Island: 35
- South Carolina: 156
- South Dakota: 40
- Tennessee: 130
- Texas: 212
- Utah: 44
- Vermont: 93
- Virginia: 259
- Washington: 171
- West Virginia: 93
- Wisconsin: 308
- Wyoming: 48

The following links to a list of some of the more prominent farmers’ markets across the United States: www.rkma.com/FarmersMarkets.pdf.


17.3 Food & Wine Festivals

There are food and wine festivals in every major metropolitan area; more than 1,000 events are held annually across the United States.

The largest food festival is the 5-day Taste of Chicago, held annually in June and attended by more than 2.5 million people. About two dozen festivals have an annual
attendance of 100,000 or more.

The following are among the most popular food and wine festivals:

- **A Taste of Colorado** (Denver, CO; www.atasteofcolorado.com)
- **Bite of Seattle** (Seattle, WA; www.biteofseattle.com)
- **Bridge City Gumbo Festival** (Bridge City, LA; http://bridgecitygumbofestival.org)
- **Charleston Wine & Food Festival** (Charleston, SC; www.charlestonwineandfood.com)
- **Culinary Festival** (Scottsdale, AZ; www.scottsdalefest.org)
- **Epcot International Food & Wine Festival** (Lake Buena Vista, FL; https://disneyworld.disney.go.com/events-tours/epcot/epcot-international-food-and-wine-festival/)
- **Finger Lakes Wine Festival** (Watkins Glen, NY; www.flwinefest.com)
- **Food & Wine Classic** (Aspen, CO; www.foodandwine.com/classic)
- **Food Network South Beach Wine & Food Festival** (Miami, FL; www.sobefest.com)
- **Food Network Wine & Food Festival** (New York, NY; www.nycwineandfoodfestival.com)
- **Hudson Valley Wine & Food Fest** (Rhinebeck, NY; www.hudsonvalleywinefest.com)
- **Minnesota Monthly Food & Wine Experience** (Minneapolis, MN; www.foodwineshow.com)
- **Mohegan Sun Winefest** (Uncasville, CT; www.sunwinefest.com)
- **National Shrimp Festival** (Gulf Shores, AL; http://alagulfcoastchamber.com/pages/ShrimpFestival)
- **Pebble Beach Food & Wine** (Carmel, CA; www.pbfw.com)
- **Pensacola Seafood Festival** (Pensacola, FL; www.fiestaoffiveflags.org/pensacola-seafood-festival)
- **RoadKill Cook-Off** (Marlinton, WV; http://pccocwv.com/roadkill)
- **Sugarland Wine & Food Affair** (Houston, TX; www.sugarlandwineandfoodaffair.com)
- **Taste of Atlanta** (Atlanta, GA; www.tasteofatlanta.com)
- **Taste of Buffalo** (Buffalo, NY; www.tasteofbuffalo.com)
- **Taste of Dallas** (Dallas, TX; www.tasteofdallas.org)
- **Taste of Main** (Bellevue, WA; http://tasteofmainbellevue.com)
- **Taste of Vail** (Vail, CO; www.tasteofvail.com)
- **Taste Washington** (Seattle, WA; www.tastewashington.org)
- **Vintage Ohio Wine Festival** (Kirtland, OH; www.visitvintageohio.com)
- **Vintage Virginia Wine & Food Festival** (Centreville, VA; www.vintagevirginia.com)
- **Wine & Food Experience** (New Orleans, LA; www.nowfe.com)
- **Wine Festival** (Nantucket, MA; www.nantucketwinefestival.com)
- **Winter Wine Festival** (Naples, FL; www.napleswinefestival.com)
- **World Chicken Festival** (London, KY; www.chickenfestival.com)
- **Zinfandel Festival** (San Francisco, CA; www.zinfandel.org)

Directories of food festivals are available online at the following websites:

- www.festivals.com/food_beverage.aspx
- www.foodreference.com/html/upcomingfoodevents.html
17.4 Cooking Schools

Besides their curricula for students seeking careers in the field, several U.S. cooking schools have programs specially designed for people wanting to sharpen their culinary skills. One such is Johnson & Wales University (www.jwu.edu), with its Chefs Choice classes at its Providence, RI; North Miami, FL; Denver, CO; and Charlotte, NC, campuses.

The Culinary Institute of America (www.ciachef.edu) offers two- to five-day sessions at its upstate New York campus. The basic program covers stocks, sauces, and sautéing; the pastry course tackles delicacies from buttercreams to crème anglaise; and baking courses focus on recipes from sourdough starters to scones. At the school’s campus in St. Helena, California, novices can take a variety of food and wine courses.

The following are other prominent cooking schools, all of which offer both chef demonstrations and hands-on classes:

- Creative Cooking School (Las Vegas, NV; www.creativecookingschool.com)
- Jane Butel Southwest Cooking Classes (Corrales, NM; www.janebutelcooking.com)
- New Orleans Cooking Experience (New Orleans, LA; www.neworleanscookingexperience.com)
- Relish Culinary Adventure (Healdsburg, CA; www.relishculinary.com)
- The French Pastry School (Chicago, IL; www.frenchpastryschool.com)
- The Institute of Culinary Education (New York, NY; www.iceculinary.com)
- Woodlands Resort & Inn (Summerville, SC; www.woodlandsinn.com)

17.5 Culinary Media

The following are the most popular cooking magazines, ranked by circulation (source: Publishers Information Bureau [www.magazines.org]):

- Taste of Home: 3.2 million
- Cooking Light: 1.8 million
- Every Day with Rachael Ray: 1.7 million
- Bon Appétit: 1.6 million
- Food Network Magazine: 1.4 million
- Weight Watchers: 1.3 million
- Food & Family: 1.1 million
- Everyday Food: 1.0 million
- Food & Wine: 950,000
- Saveur: 330,000

Food Network, available in 101.4 million U.S. households, has become immensely popular. The Harris Poll found that 50% of adults watch TV shows about cooking occasionally or very often. By demographic, those who do so are as follows:
Gender
• Female: 54%
• Male: 46%

Age
• 18-to-33: 43%
• 34-to-45: 51%
• 46-to-64: 55%
• 65 and older: 49%

17.6 Winery Tours and Events
According to Wine & Vine, there were more than 9,000 wineries in the U.S. All 50 states have at least one winery.

Most wineries are open for public tours. Many wineries have weekly or monthly tasting events, often with live music performances; some host annual festivals. Gundlach Bundschu (www.gunbun.com), for example, hosts a myriad of activities that include a Shakespeare festival, movies under the stars, and classical music concerts.

Winery activities are popular among those who live near wine regions. People living in Austin and San Antonio, for instance, can visit the Texas Hill Country American Viticultural Area and, within that, the 110-square-mile American Viticultural Area of Fredericksburg. About 30 wineries are located within them – as are many of the state’s best BBQ restaurants.

Winery tours and events are popular across the eastern shore of Lake Michigan, where 56 wineries comprise four wine trails, attracting over one million visitors annually. The most popular wine region, because of its prime setting along Lake Michigan, is the Leelanau Peninsula, home to about 20 wineries, 16 of which have public tasting rooms.

The following are online directories of wineries:
• http://vinepair.com/wine-blog/americas-9000-wineries-mapped-state/
• www.allamericanwineries.com/AAWMain/locate.htm
• www.winedirectory.org
• www.wineriesbystate.com
18.1 Public Participation in the Arts

Survey of Public Participation in the Arts, published once a decade (most recently in 2013) by The National Endowment for the Arts (www.arts.gov), asked U.S. adults which cultural and performing arts activities they had participated in during the prior 12 months. Responses were as follows:

<table>
<thead>
<tr>
<th>Arts through electronic media:</th>
<th>Percent</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used TV, radio, or the Internet to access arts programming:</td>
<td>61%</td>
<td>144 million</td>
</tr>
<tr>
<td>- Music of any kind:</td>
<td>57%</td>
<td>135 million</td>
</tr>
<tr>
<td>- Programs or information about the visual arts:</td>
<td>14%</td>
<td>33 million</td>
</tr>
<tr>
<td>- Ballet, modern, or contemporary dance programs/shows:</td>
<td>11%</td>
<td>26 million</td>
</tr>
<tr>
<td>- Theater productions (e.g., a musical or stage play):</td>
<td>7%</td>
<td>16 million</td>
</tr>
<tr>
<td>- Books, short stories, or novels read aloud:</td>
<td>7%</td>
<td>16 million</td>
</tr>
<tr>
<td>- Opera:</td>
<td>4%</td>
<td>9 million</td>
</tr>
</tbody>
</table>

| Used a handheld or mobile device to access art: | 38%     | 90 million |
| - Music of any kind:      | 34%     | 80 million |
| - Novels, short stories, or plays: | 16%     | 38 million |
| - Visual artworks (e.g., painting, sculpture, graphic design, photography): | 8%      | 19 million |
| - Theater or dance performances: | 3%      | 7 million |

| Used a DVD or CD player, record-player, or tape-player to watch or listen to music or to programs about theater, dance, visual arts, or literature: | 27%     | 64 million |

Moviegoing (excluding at-home viewing): 59% 139 million

Reading (excluding reading required for school or work): 58% 136 million
- Books: 54% 127 million
- Novels or short stories: 45% 106 million
- Poetry: 7% 16 million
- Plays: 3% 7 million
Visual and performing arts attendance:
- Attended a visual arts event or activity: 49% 115 million
  - Touring a park, monument, building, or neighborhood for historic or design purposes: 24% 57 million
  - Attending a visual arts festival or a crafts fair: 22% 52 million
  - Visiting an art museum or gallery: 21% 50 million
- Attended a live performing arts event: 37% 87 million
  - Outdoor performing arts festivals: 21% 50 million
  - Musical or non-musical plays: 18% 42 million
  - Classical music, jazz, or Latin, Spanish, or salsa music: 17% 40 million
  - Dance of any kind: 7% 16 million
  - Opera: 2% 5 million

Art-making or art sharing
- Created, performed, or shared art through various activities: 50% 118 million
  - Social dancing: 32% 76 million
  - Weaving, crocheting, quilting, needlepoint, knitting, sewing: 13% 31 million
  - Played a musical instrument: 12% 28 million
  - Sang, either alone or with others: 9% 21 million
  - Created leatherwork, metalwork, or woodwork: 8% 19 million
  - Created pottery, ceramics, or jewelry: 5% 12 million
  - Acting: 1% 2 million
- Performed or practiced in a specific art form: 10% 24 million
  - Dance of any kind: 5% 12 million
  - Choral singing or singing in a choir or glee club: 3% 7 million
  - Classical music: 2% 5 million
  - Latin, Spanish, or salsa music: 1% 2 million
  - Jazz: 1% 2 million
  - Musical or non-musical plays: 1% 2 million
  - Opera: <1% 1 million
- Emailed, posted, or shared artwork: 40% 94 million
  - Photography: 26% 61 million
  - Music of any kind: 21% 50 million
  - Films or videos: 13% 31 million
  - Other visual art (e.g., painting, sculpture, graphic design): 6% 14 million
  - Dance of any kind: 5% 12 million
  - Poetry, plays, or novels or short stories: 4% 9 million
- Created photography for artistic purposes or did photo editing: 18% 42 million
- Created other types of visual artworks, did scrapbooking, or creative writing: 14% 33 million
• Created, performed, recorded, edited, or remixed music, dance, film, or video: 10% 24 million

**Arts learning through classes or lessons:** 7% 16 million
- Voice training or playing a musical instrument: 3% 7 million
- Art appreciation or art history: 2% 5 million
- Creative writing: 2% 5 million
- Visual arts such as drawing, painting, pottery, weaving, or graphic or fashion design: 2% 5 million
- Dance of any kind: 2% 5 million
- Music appreciation: 1% 2 million
- Photography or filmmaking: 1% 2 million
- Acting or theater: <1% 1 million

### 18.2 Performing Arts Activities
*Survey of Public Participation in the Arts* reported the following percentages of adults attending at least one performing arts function in 2012 and, for comparison, in 2008 and 2002:

**Musical**

<table>
<thead>
<tr>
<th>Function</th>
<th>2012</th>
<th>2008</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical:</td>
<td>8.8%</td>
<td>9.3%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Jazz:</td>
<td>8.1%</td>
<td>7.8%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Dance other than ballet:</td>
<td>5.6%</td>
<td>5.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Latin, Spanish, or salsa:</td>
<td>5.1%</td>
<td>4.9%</td>
<td>n/a</td>
</tr>
<tr>
<td>Ballet:</td>
<td>2.7%</td>
<td>2.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Opera:</td>
<td>2.1%</td>
<td>2.1%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

**Theater**

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>2008</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Musical play:</td>
<td>15.2%</td>
<td>16.7%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Non-musical play:</td>
<td>8.3%</td>
<td>9.4%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

### 18.3 Survey of Metropolitan Areas
According to The Media Audit (www.themediaaudit.com), 30% of U.S. adults living in metropolitan areas attend an opera, symphony, or theatre event at least once a year. The following metropolitan areas have the highest percentage of adults who do so:

- Salt Lake City, UT: 41.1%
- Washington, DC: 38.4%
- Omaha-Council Bluffs, NE: 36.9%
- Ft. Myers-Naples, FL: 36.6%
- Madison, WI: 35.3%
18.4 Market Resources
Americans for the Arts, 1000 Vermont Avenue NW, 6th Floor, Washington, DC 20005. (202) 371-2830. (www.americansforthearts.org)

National Endowment for the Arts, 400 7th Street SW, Washington, DC 20506. (202) 682-5400. (www.arts.gov)
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CULTURAL DISTRICTS

19.1 Overview
Cultural districts are areas designated or certified by state or local governments that utilize cultural resources to encourage tourism, economic development, and synergism between the arts and other businesses.

“State and municipal arts agencies increasingly are taking a leadership role in establishing policies to cultivate place-based economic development and community revitalization through arts and culture. Cultural districts offer one mechanism to attain these goals by unifying multiple businesses, organizations and the community in areas with potentially significant cultural resources.”

National Assembly of State Arts Agencies

Americans for the Arts (www.americansforthearts.org) estimates there are approximately 500 cultural districts in the U.S., an increase from about 90 in 1998. The Art Newspaper estimates that $250 billion will be spent globally on the creation of cultural districts over the next decade.

With project spending of $100 million, the Downtown Brooklyn Cultural District is the largest district under development in the U.S.

19.2 Metropolitan Cultural Districts
Three cities are pioneers of modern cultural districts, as follows:
Dallas Arts District
• The Dallas Arts District (www.thedallasartsdistrict.org) is recognized as the first city-sponsored cultural district in the United States. In 1978, Boston consultants Carr-Lynch recommended that Dallas relocate its major arts institutions from different parts of the city to the northeast corner of downtown, a location that would allow for easy access. It was envisioned that the area would become a lively mix of cultural and commercial destinations, further defined by a mix of contemporary and historic architecture. The cultural build-out was completed in 2013 and the district is now home to the Dallas Museum of Art, the Morton H. Meyerson Symphony Center, the Crow Collection of Asian Art, the Nasher Sculpture Center, the Booker T. Washington High School for the Performing and Visual Arts, the AT&T Performing Arts Center, Dallas City Performance Hall, Klyde Warren Park, and The Perot Museum of Nature and Science.

“Millions of dollars in private funding have been spent on construction since the Nasher Sculpture Center was founded in 2003. Nine buildings have been created or renovated by architects including I.M. Pei, Renzo Piano, Norman Foster, and Rem Koolhaas. Only one was funded solely through taxes. Although $1 billion in public money has been invested in the area over the past three decades, this sum has more than been matched by private investment.”

Catherine Cuellar, Executive Director
Dallas Arts District

Indianapolis Cultural Districts
• Indianapolis has designated six neighborhoods as Cultural Districts: Broad Ripple Village, The Canal and White River State Park, Fountain Square, Indiana Avenue, Mass Ave, and the Wholesale District. Four of the six districts are in the downtown area. Each district reflects the personality of its community. The city program encourages public art, public museums, private sector galleries and shops, and engaging recreation.
Pittsburgh Cultural District
- The Cultural District is a 14-square block area of the Penn-Liberty Avenue corridor in downtown Pittsburgh, bordered by the Allegheny River. Conceived in 1984 and initially funded by philanthropist H.J. Heinz II, the district is managed by the Pittsburgh Cultural Trust (www.trustarts.org). The Cultural District features six theaters offering some 1,500 shows annually, as well as art galleries, restaurants, and retail shops. Its landmarks include Allegheny Riverfront Park, the August Wilson Center for African American Culture, Benedum Center, Byham Theater, Harris Theater, Heinz Hall, O’Reilly Theater, Pittsburgh Creative and Performing Arts School, Three Rivers Arts Festival Gallery, and Wood Street Galleries.

19.3 State Programs
Twelve states have programs that encourage the creation of cultural districts. According to the National Assembly of State Arts Agencies (NASAA, www.nasaa-arts.org), these states have established 156 cultural districts across the country.

State programs are as follows:

Arkansas
- Program: Arts and Cultural Districts, launched in 2011
- Agency: Arkansas Arts Council (www.arkansasarts.org)

Colorado
- Program: Creative Districts 2011
- Agency: Creative Industries Division within the Colorado Office of Economic Development (www.coloradocreativeindustries.org/communities/colorado-creative-districts/certified-districts)

Indiana
- Program: Arts and Cultural Districts, launched in 2008
- Agency: Indiana Arts Commission (https://secure.in.gov/arts/2654.htm)

Iowa
- Program: Cultural and Entertainment Districts, launched in 2005
- Agency: Iowa Department of Cultural Affairs (www.culturalaffairs.org)

Kentucky
- Program: Kentucky Cultural Districts, launched in 2011
- Agency: Kentucky Arts Council (http://artscouncil.ky.gov/Cultural/CulturalDistrictsAbout.htm)

Louisiana
- Program: Louisiana Cultural Districts, launched in 2007
- Agency: Department of Culture, Recreation and Tourism (www.crt.state.la.us/cultural-development/arts/cultural-districts/district-maps/index)
Maryland
• Program: Arts and Entertainment Districts, launched in 2001
• Agencies: Department of Business and Economic Development and the Maryland State Arts Council
(http://visitmaryland.org/pages/marylandartsentertainmentdistricts.aspx)

Massachusetts
• Program: Cultural Districts, launched in 2010
• Agency: Massachusetts Cultural Council
(www.massculturalcouncil.org/services/cultural_districts.asp)

New Mexico
• Program: Arts and Cultural Districts, launched in 2007
• Agency: New Mexico Economic Development Department
(http://nmartsandculturaldistricts.org)

Rhode Island
• Program: Tax-Free Arts Districts, launched in 1998
• Agency: Rhode Island State Council on the Arts (www.arts.ri.gov/special/districts/)

Texas
• Program: Cultural Districts, launched in 2005
• Agency: Texas Commission on the Arts (www.arts.texas.gov/initiatives/cultural-districts/)

West Virginia
• Program: Certified Arts Community, launched in 2005
• Agency: West Virginia Division of Arts and Culture
(www.wvculture.org/agency/press/certcomm.html)

Several states have legislation that grants local government structures the power to establish arts and cultural districts, with no formal role played by state agencies or departments. This type of district legislation exists in Maine, Mississippi, Missouri, Ohio, Virginia and Wisconsin, among others.

19.4 Museum Districts
Several cities have museums clustered in districts. Such proximity allows visitors to walk from one museum to another. The synergism allows museums to join for promotional programs and to share facilities such as parking. The following are prominent museum districts:

Chicago, IL
• Visited by roughly eight million people annually, 11 museums comprise Museums In the Park www.museumsinthepark.org. Visitor counts for the Art Institute of Chicago,
the Field Museum, the Museum of Science & Industry, and the Shedd Aquarium each are in the 1.3 million to 1.8 million range. Lake Shore Drive was reconfigured in 1998 to create the Museum Campus, making navigation between the museums easier for visitors.

Los Angeles, CA
• Museum Row on Miracle Mile, on Wilshire Boulevard between Fairfax Avenue and La Brea Boulevard, is home to four major Los Angeles museums: Los Angeles County Museum of Art (LACMA), Page Museum at La Brea Tar Pits, Craft and Folk Art Museum, and Petersen’s Auto Museum. LACMA receives 1.2 million visitors annually.

Philadelphia, PA
• The Philadelphia Museum of Art, which receives 700,000 visitors each year, anchors the Parkway Museums District. Also in the district are the Academy of Natural Sciences, the Rodin Museum, the Franklin Institute, and the main branch of the Free Library of Philadelphia.

San Diego, CA
• Balboa Park is the epicenter for museums in San Diego. Annual visitation to the park’s nine museums ranges from 530,000 visitors to the Reuben H. Fleet Science Center to 87,000 visitors to the Museum of Photographic Arts.

St. Petersburg, FL
• The St. Petersburg Arts Alliance (www.stpeteartsalliance.org) represents five museums that border the waterfront: the Dr. Carter G. Woodson African American Museum, The Dali Museum, the Florida Holocaust Museum, the Museum of Fine Arts, and the St. Petersburg Museum of History.

19.5 Market Resources
Americans for the Arts, 1000 Vermont Avenue NW, 6th Floor, Washington, DC 20005. (202) 371-2830. (www.americansforthearts.org)

Global Cultural Districts Network, 750 N. St. Paul Street, Suite 1150, Dallas, TX 75201. (www.gcdn.net)

National Assembly of State Arts Agencies (NASAA), 1200 18th Street NW, Suite 1100, Washington, DC 20036. (202) 347-6352. (www.nasaa-arts.org)
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DRONES

20.1 Market Assessment

Congress passed and President Obama signed a law in February 2012 that directed the FAA to find ways to allow unmanned aircraft to operate more freely. This legislation was followed by rapid growth in consumer drone sales in the U.S. and worldwide.

According to Pew Research Center (www.pewresearch.org), 8% of adults owned a drone at year-end 2017; 59% has observed one in action. Demographics of drone owners are as follows:

Gender
• Male: 11%
• Female: 6%

Age
• 18-to-49: 12%
• 50 and older: 4%

Gartner (www.gartner.com) assessed the global market as follows:

<table>
<thead>
<tr>
<th>Units Sold</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>2.05 million</td>
<td>2.82 million</td>
</tr>
<tr>
<td>Commercial</td>
<td>110,000</td>
<td>174,000</td>
</tr>
<tr>
<td>Total</td>
<td>2.15 million</td>
<td>2.99 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sales</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>$1.70 billion</td>
<td>$2.37 billion</td>
</tr>
<tr>
<td>Commercial</td>
<td>$2.80 billion</td>
<td>$3.68 billion</td>
</tr>
<tr>
<td>Total</td>
<td>$4.50 billion</td>
<td>$6.05 billion</td>
</tr>
</tbody>
</table>

The Consumer Technology Association (CTA; www.cta.tech/) projected total U.S. drone sales at 3.7 million units and $1.2 billion in revenue. These figures are 20% and 17%, respectively, above 2017.

CTA delineates U.S. drone sales for units below and above 250 grams, the FAA’s division for mandatory drone registration. Drones below 250 grams are projected to reach just over 2.2 million units shipped in 2018, while drones above 250 grams will reach 1.5 million units shipped.
20.2 Activities and Applications

The most popular consumer use of drones is for photography.

“Consumers increasingly are snapping up airborne drones as cameras to record vacations, neighborhoods from above, and selfies.”

*USA Today*

Drones are becoming popular for urban exploration that allows adventurers to view places that are difficult to access, potentially unsafe, or off limits.

There are wide-ranging potential commercial applications of drones. Farmers use drones to monitor crop growth, insect infestations and areas in need of watering at a fraction of the cost of manned aerial surveys. Drones have been used for producing accurate 3D models of landscapes or buildings, land-surveying, citizen search and rescue, and film-making. Scientific applications include mapping ancient ruins and earthworks, taking measurements in hostile environments such as craters of active volcanoes and the interiors of caves, and studying birds.

Amazon and UPS are exploring the use of drones to deliver packages. Amazon is testing Amazon Prime Air in several locations to get goods to customers in 30 minutes or less. UPS is testing drone deliveries, using the top of its vans as a mini-helipad. And Domino's delivered the first pizza by drone in 2016 to a New Zealand couple.

20.3 Drone Races


The Drone Racing League (DRL, [hedroneracingleague.com](http://hedroneracingleague.com)) launched in 2015. DLR Season 3 opened September 6, 2018 with races televised on ESPN. Sponsors are Allianz (title sponsor), Amazon Prime Video, Forto Coffee Shots, Swatch, Toy State, and the U.S. Air Force.
20.4 Academic Programs

*Drone 360 Magazine* ranks the top drone programs at U.S. colleges and universities as follows:

- Embry-Riddle Aeronautical University (Daytona Beach, FL)
- Oklahoma State University (Stillwater, OK)
- Indiana State University (Terre Haute, IN)
- Kansas State University - Salina Campus (Salina, KS)
- University of North Dakota (North Folks, ND)
- Troy University (Troy, AL)
- Lewis University (Romeoville, IL)
- University of Louisiana at Monroe (Monroe, LA)
- Northwestern Michigan College (Traverse City, MI)

_________________________________________________________________

“From coast to coast, institutions of higher learning are sweeping into action every semester to implement their own drone programs and address a future market need we don’t often discuss in our jaded economics: too many available jobs and not enough workers.”

*Drone 360 Magazine*
21.1 Entertainment Districts

Most major cities have specific areas where entertainment is concentrated. The following are some of the most popular entertainment districts in the United States:

**Alabama**
- Birmingham: The Forge
- Mobile: Dauphin Street

**Arizona**
- Phoenix: Legends Entertainment District
- Scottsdale: Entertainment District

**California**
- Los Angeles: Hollywood
  - L.A. Live
  - NoHo
  - Silverlake
  - Sunset Strip
- San Diego: Gaslamp Quarter
  - Pacific Beach
- San Francisco: Theater District
  - Union Square

**Colorado**
- Denver: LoDo

**Connecticut**
- Norwalk: South Norwalk

**District of Columbia**
- Washington: Adams Morgan
  - Atlas District

**Florida**
- Fort Lauderdale: Riverwalk
• Key West: Duval Street
• Miami/Miami Beach: Midtown Miami
  Park West (also called Club Row)
  South Beach
  Wynwood
• Orlando: Church Street District
  Downtown Disney
• Tampa: Soho
  Westshore
  Ybor City

**Georgia**
• Atlanta: Atlantic Station
  Buckhead
  Midtown
• Savannah: River Street

**Illinois**
• Chicago: Greektown
  River North

**Indiana**
• Gary: Buffington Harbor
• Indianapolis: Broad Ripple Village
  Wholesale District

**Kentucky**
• Louisville: Fourth Street Live!

**Louisiana**
• Bossier: The Bossier Strip
• New Orleans: The French Quarter

**Maryland**
• Baltimore: Fells Point
  Power Plant Live!

**Massachusetts**
• Springfield: Club Quarter

**Michigan**
• Detroit: Greektown
Missouri
• Kansas City: Crossroads Power & Light Entertainment District
• St. Louis: Grand Center Laclede’s Landing

Nevada
• Las Vegas: The Strip

New York
• Brooklyn: Williamsburg
• Buffalo: Allentown
• New York: Theater District Times Square
• Syracuse: Armory Square

North Carolina
• Raleigh: The Village Subway

Ohio
• Cincinnati: El Paso Northside
• Cleveland: Warehouse District
• Columbus: Arena District

Oklahoma
• Oklahoma City: Bricktown NW 39th Street Enclave

Oregon
• Portland: Rose Quarter

Pennsylvania
• Philadelphia: Center City Penn’s Landing South Street
• Pittsburgh: Station Square The South Side

Tennessee
• Memphis: Beale Street
• Nashville: Lower Broadway The District
Texas

• Austin: Red River Cultural District
  Sixth Street
  South Congress
• Beaumont: Crockett Street
• Dallas: Deep Ellum
  The West End
• Fort Worth: Sundance Square
• Houston: Grand Texas Sports and Entertainment District
  Washington Avenue
• San Antonio: RiverWalk

21.2 Live Music Centers

Austin, Harlem, Kansas City, New Orleans, Nashville, and Memphis are among the destinations that capitalize on their music heritage. The following are highlights of these areas:

Austin, TX

• The music of Austin has been described as “a little bit country, a little bit rock and roll, with blues, jazz, even a strong Latin beat and definitely a Western swing.” With nearly 200 live music venues, the city is also known as the Live Music Capital of the World. After debuting in 1976, Austin City Limits holds claim as PBS’s longest-running series and is credited with taking Austin music out of the clubs and broadcasting it to the world.

Branson, MO

• Dubbed the “Live Music Show Capital of the World,” Branson boasts more than 50 theaters which feature over 100 shows every day. Some 70,000 people daily see shows, pumping $1.5 billion dollars annually into the local economy.
• The longest running shows include The Baldknobbers Jamboree Show (more than 15,000 performances since 1959), Shepherd of the Hills (more than 7,000 performances since 1960), Presleys’ Country Jubilee (more than 10,000 performances since 1967), The Shoji Tabuchi Show (more than 7,500 performances since 1989), and The Finalists Live (more than 4,000 performances since 1992).

Harlem (New York, NY)

• The musical style known as bebop was born in Harlem in the 1940s with jazzmen like Dizzy Gillespie, Charlie ‘Bird’ Parker, and Thelonius Monk. Jazz clubs remain popular in Harlem.

Kansas City, MO

• In Kansas City, the 18th and Vine Historic District was where jazz masters such as Count Basie and Charlie Parker produced the swinging signature sound that came
to be known as Kansas City-style jazz. Several local clubs and the American Jazz Museum (www.americanjazzmuseum.com) keep the tradition alive.

New Orleans, LA
• Jazz, a combination of many musical styles, including blues, gospel, and ragtime, was born in New Orleans at the turn of the 20th century. Jazz remains a focus of the city’s tourism, with several festivals and clubs throughout the French Quarter.

Memphis, TN
• Memphis is billed as the “Home of the Blues, Birthplace of Rock ‘n Roll.” Among the area’s popular clubs is B.B. King’s Blues Club. Among the attractions are Soulsville USA: Stax Museum of American Soul Music (www.staxmuseum.com), which opened in 2003.

Nashville, TN
• Dubbed Music City USA, Nashville has become one of the leading music recording cities in the country. People can visit RCA Studio B, where renowned musicians like Elvis Presley and the Everly Brothers recorded music history, or stop by the famous Bluebird cafe where songwriters and musicians perform nightly. More than 10 music festivals are held annually in Music City. The CMA Music Festival (www.cmaworld.com/cma-music-festival) draws more than 100,000 music fans each year.
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**EQUESTRIAN**

### 22.1 Equestrian Activities

Equestrian activities include a wide range of interests, from horseback riding to racing, show competitions to trail riding, and more. Competitive sports involving horses include dressage, endurance riding, eventing, reining, show jumping, tent pegging, vaulting, polo, horse racing, driving, and rodeo.

### 22.2 Participation

According to the Sports & Fitness Industry Association (www.sfia.org), 8.1 million people ride horses at least once a year – 5.6 million are casual participants (<13 times per year), and 2.5 million are core participants (>13 times per year). Participation has declined 30% since 2008.

### 22.3 Horse Shows

The following are the major organizations managing equestrian events in the United States:

- American Quarter Horse Association (www.aqha.com)
- National Cutting Horse Association (www.nchacutting.com)
- United States Dressage Federation (www.usdf.org)
- United States Equestrian Federation (www.usef.org)
- United States Eventing Association (www.useventing.com)

The following are among the major annual horse shows:

**Adequan Select** (http://aqha.com/selectworld)
- This eight-day event at the Amarillo (Texas) National Center typically hosts 1,300 riders.

**Bank of America Amateur World Show** and the **FedEx Open World Show** (http://aqha.com/worldshow)
- The two events are held concurrently over 14 days every November in Oklahoma City, OK.
- There are 2,000 horses and typically 100,000 spectators at the events.
U.S. National Arabian & Half-Arabian Horse Show
• This nine-day event is held in October at Expo Square fairgrounds in Tulsa, OK.
• Approximately 1,800 Arabian horses compete in the show.
• The estimated economic impact is $33 million.
• The 51st annual show was held October 2018.

22.4 Polo
According to MediaLife Magazine, polo has the most affluent audience among all sports. Nearly a quarter of those attending matches make more than $500,000 a year; the average net worth of a polo fan is $4.68 million.

The United States Polo Association (USPA, www.uspolo.org) is the national governing body for the sport of polo in the United States.

There are 250 sanctioned polo clubs in the United States. The following are the most prominent (source: National Geographic):
• Eldorado Polo Club (Indio, CA; www.eldoradopolo.com)
• Santa Barbara Polo & Racquet Club (Carpinteria, CA; www.sbpolo.com)
• The International Polo Club Palm Beach (Wellington, FL; www.internationalpoloclub.com)
• Will Rogers Polo Club (Pacific Palisades, CA; www.willrogerspolo.com)

In 2017, USPA sanctioned 98 tournaments, the largest of which was the 113th U.S. Open Polo Championship, held in April in Wellington, Florida. Broadcast by NBC Sports, the final match of the Championship between defending champion Orchard Hill and 2015 U.S Open champion Valiente had 366,000 viewers. Attendance at the final event was more than 10,000.

The U.S. Open is the final leg of the 26-goal tournaments held during the Florida High-Goal Winter Season, which is the highest handicapped polo played outside of Argentina, and regularly attracts the top players in the world and some of the largest crowds in polo.

Among the elite polo tournaments is the Miami Beach Polo World Cup (www.miamipolo.com), inaugurated in 2005. Teams from Argentina, Brazil, Germany, and the United States compete for the La Martina Trophy during the four-day event. Attendance in 2017 was estimated at 10,000 people. Sponsors were E! Entertainment, Heys, Lufthansa Private Jet, Maserati, and The Raleigh.

The World Polo Championship, organized by the Federation of International Polo (FIP, www.fippolo.com) and held every three or four years, is polo’s major competition between countries. The event was last held in the United States in 1998, when Santa Barbara, California, hosted the 5th edition of the Championship. The 11th edition of the Championship took place at Sydney Polo Club (Richmond NSW, Australia), in October 2017.
22.5 Rodeos

Rodeos are assessed in Chapter 61 of this handbook.

22.6 Market Resources

American Quarter Horse Association, 1600 Quarter Horse Drive, Amarillo, TX 79104. (806) 376-4811. (www.aqha.org)

United States Equestrian Federation, 4047 Iron Works Parkway, Lexington, KY 40511. (859) 258-2472. (www.usef.org)

23.1 Escape Rooms

Escape rooms are immersive, live puzzle games in which teams must find clues and solve mysteries within a time limit. Some games require participants to escape from a locked room, while others challenge them to reach the ending of a story that unfolds around them. Participants can become a detective to identify the culprit of a crime, or face off against a mastermind who has placed a bomb on their wrist and locked them inside a room full of riddles.

The first escape room opened in Japan in 2007. The concept spread across Asia and Europe, and the first U.S. escape room opened in San Francisco in 2012. Most escape rooms cost about $30 and players have about 30-to-60 minutes to solve the puzzle. But venues vary; some are weekend-long experiences.

“Escape rooms ... are popping up all over the country, from San Diego to Denver to Boston. Some facilities around the U.S. rake in six figures a year.”

_Time_

According to Room Escape Artist (www.escaperoomartist.com), which publishes a comprehensive directory, there were 2,194 escape rooms in the U.S. as of January 2018.

The following are some escape room blogs and review sites:

• Escape Authority (https://escapeauthority.com)
• Escape Room Tips (https://escaperoomtips.com)
• Esc Room Addict (http://escroomaddict.com)
• Live Escape Room & Haunt Reviews (https://thehauntgirl.com)
• The Escape Room Guys (https://theescaperoomguys.com)
23.2 Haunted Houses

There are roughly 2,000 commercial haunted houses in the U.S., according to Haunt World Magazine, with annual sales estimated at $1 billion.

Haunt World Magazine ranked the most shocking, over the top, extreme, scare houses in the U.S. as follows:

• Erebus 4 Story Haunted Attraction (Pontiac MI; www.hauntedpontiac.com)
• Pennhurst Asylum (Spring City, PA; www.pennhurstasylum.com)
• Haunted Overload Demeritt Farm (Lee, NH; www.hauntedoverload.com)
• Kersey Valley Spookywoods Haunted Attraction (Greensboro, NC; www.spookywoods.com)
• The Dent School House (Cincinnati, OH; www.frightsites.com)
• Haunting of Lemp Brewery (St. Louis, MO; www.scarefest.com)
• The Edge of Hell (Kansas City, MO; www.edgeofhell.com)
• Terror Behind the Walls at Eastern State Penitentiary (Philadelphia, PA; www.easternstate.org/halloween)
• The Queen Mary (Long Beach, CA; www.queenmary.com/attractions-events/haunted-encounters.php)
• Nightmare on the Bayou (Houston, TX; www.nightmareonthebayou.com)
EXPERIENTIAL ACTIVITIES

24.1 Overview
Experiential activities range from performing with a renowned symphony orchestra to training with the Rockettes, from racing schools to sports training camps, from shark diving to space flights, and more.

“The whole consumer market is going more experiential. These people who can afford all this stuff have recognized that stuff doesn’t give you pleasure. The majority of luxury consumers say their greatest pleasure and satisfaction from their wealth comes from their experiences.”

Pam Danziger, President
Unity Marketing
Travel Market Report

People have a greater tendency to try new experiences when they travel than when at home. According Prof. Ruth Engs, Ph.D., at Indiana University, the reason is that the experience combined with the excitement of travel creates a dopamine-induced high. Thus, the excitement of experiences often peaks when consumers travel.

According to Prof. Ryan Howell, Ph.D., of the Happiness Research Laboratory at San Francisco State University, such experiences lead to longer-term satisfaction than shopping for merchandise. “Experiences provide memory capital,” according to Prof. Howell. “You can still recall pleasant events today that happened in your life 10 or 20 years ago. We don’t tend to get bored of happy memories like we do with a material object.”

A study by Prof. Steven N. Handel, Ph.D., a psychologist at Rutgers University, published in the Journal of Personality and Social Psychology, found people aren’t as likely to get buyer’s remorse when they buy experiences as they are when they spend an equivalent amount on merchandise.
“Buying experiences leads to more happiness than buying stuff. The reason for this is that when we buy objects they are easily interchangeable with other objects. We get an initial boost in mood when we first buy them, but it quickly dies off. Experiences, on the other hand, aren’t as easily interchangeable. When we focus on buying experiences that we can never replace, we build memories and good feelings that stay with us for a lifetime.”

Prof. Steven N. Handel, Ph.D.
Rutgers University

### 24.2 Extreme Adventures

While some people are content with the challenges of sports like golf or tennis, others opt for more extreme adventures. For many, it’s the element of risk and danger that enhances the experience. A segment of the tourism industry has developed to serve those who seek such an adrenalin rush.

The following are several commercial extreme adventures that show the diversity of experiences (air, land and water) that are available:

**Aerial Acrobatics**
- TSNY Trapeze School ([www.trapezeschool.com](http://www.trapezeschool.com)) lets circus wannabes conquer fear and push their athleticism to new heights. Experiences are offered in Boston, Chicago, Los Angeles, New York, and Washington, DC. Two-hour long classes provide aerial arts instruction in the flying trapeze, static trapeze, vertical rope, and other aerial arts. Those that catch on quickly find themselves hanging from the arms of a fellow swinger before the end of the session.

**Deep Diving**
- Wreck Diving with New York-based Mad Dog Expeditions ([www.maddogexpeditions.com](http://www.maddogexpeditions.com)) is an adventure that combines the thrill of uncovering history on the wrecks with the perils of scuba diving at depth.
HALO

- HALO Jumper (www.halojumper.com) offers High Altitude, Low Opening (HALO) tandem parachute jumps in Memphis, Tennessee, and Hattiesburg, Mississippi. Attached to an instructor, participants dive from the cruising altitude of a passenger jet, where the air is thin and temperatures dip to -25°F. The chutes open only a few thousand feet above the ground.

Jet Fighter Aircraft Flight

- Incredible Adventures (www.incredible-adventures.com) lets participants fly a MiG-29 or MiG-31 Foxhound jet under the guidance of an experienced reconnaissance pilot. Over 2,000 flights have been arranged since 1993.

North Pole

- Quark Expeditions (www.quarkexpeditions.com) runs a summer cruise to the geographic North Pole aboard the nuclear-powered Russian icebreaker Victory. Brave passengers take the “polar plunge” (swimming at the Pole without a wetsuit). The price is $30,000.

Shark Diving

- Great White Adventures (www.greatwhiteadventures.com) lets divers in submersible cages get up close with great white sharks. Excursions are offered to the Guadalupe Islands from San Diego and to the Farallon Islands from San Francisco.

Skyscraper Jump

- SkyJump Las Vegas (www.skyjumplasvegas.com) opened in 2010 at the Stratosphere Tower. Guided by a cable line, participants jump from a platform atop the skyscraper to a target 829-feet below. The jump was certified by Guinness World Records as the highest of its kind.

Speed On Salt

- Utah’s Bonneville Salt Flats (www.saltflats.com) sanctions driving events where participants’ speeds regularly top 200 mph. At such speeds, salt has a coefficient of friction akin to ice.

Superboats

- Super Boat International (www.superboat.com) hosts a series of boat races with boaters reaching speeds topping 100 mph.

24.3 Fantasy Adventure Camps

Fantasy camps are hardly new. The model for many of them – ‘Field of Dreams’ gatherings of baseball fans and their aging idols – goes back more than two decades. The camps have grown into a $1 billion industry that goes far beyond sports.
The following are some of the adult camps – some for adventure, others for unique educational experiences – that are offered throughout the United States:

**Adventure Out** (Santa Cruz, CA; www.adventureout.com)
- Options include one-day camps, weekend programs, long-stay trips, and private retreats for surf camps, rock climbing classes, backpacking trips, dirt biking, and wilderness survival skills instruction.

**Air Combat USA** (Fullerton, CA; www.aircombat.com)
- Guest pilots fly real military fighters at this civilian dog fighting school. These fully aerobatic, Italian-built war machines have onboard radar intercept capability, and they use patented electronic tracking systems to simulate the thrill of an actual “guns kill.” All aircraft are outfitted with high-end digital multi-camera systems to capture a guest’s fighter pilot experience. The weapons are simulated, but the air combat encounter is real. Participants scour the skies in search of the enemy aircraft, engage in aerial combat, and return to base vanquished or victorious. No pilot’s license is required. The camp has been operational since 1988.

**BSO Academy Week** (Baltimore, MD; www.bsomusic.org)
- Baltimore Symphony Orchestra (BSO) offers this program to give amateurs an education in orchestral life. Participants play in chamber music rehearsals and take private lessons, group classes, and sessions and run-throughs with BSO music director Marin Alsop on the stage at the Joseph Meyerhoff Symphony Hall.

“The adult pro-am idea for orchestras is not new but is gaining ground. The Pittsburgh Symphony Orchestra has been doing it for a decade, and the Minnesota Orchestra, the Richmond Symphony in Virginia, and the Utah Symphony are among others that have dabbled. But such ‘side-by-sides’ usually last an evening or a few days. Nothing approaches the scope of the Baltimore academy, which has grown to 103 students.”

*The New York Times*
New York Film Academy (New York, NY; www.nyfa.com)
• Movie fanatics can get behind the camera during New York Film Academy’s one-week movie camp. Students learn the basics needed to complete a short film through intensive sessions on writing, directing, and camera handling. They then have two days to film a movie before proceeding to editing and post-production tasks. Classes are held for adults and teens; locations include Los Angeles, Harvard University, Disney Studios, Florence (Italy), Paris (France), Australia, and Miami, Florida.

Rock and Roll Fantasy Camp (Los Angeles, CA; www.rockandrollfantasycamp.com)
• Participants are grouped into bands, each with a resident rock star. The groups have four days to perfect the songs they will perform in the final event, the Battle of the Bands concert at the House of Blues. Between practices there are guest lecturers, including executives from music companies, and ample time to mingle with rock stars from the past.

Rockettes Experience (New York, NY; www.rockettes.com)
• The Rockettes Experience includes a 2-hour Rockettes dance class, a 45-minute Mock Audition, a 30-minute Q&A and Photo Op with the Rockettes instructor, and a Radio City Stage Door Tour. Private Rockettes Experience sessions are available.

USA Luge Fantasy Camp (Lake Placid, NY; www.usaluge.org)
• USA Luge, the governing body for the winter sport, offers a two- to three-day fantasy camp that lets people participate in one of the most exciting Winter Olympic sports. At the Lake Placid training facilities attendees experience an otherwise inaccessible sport. Participants get hands-on instruction from former pros. They eat in the same dining hall next to Olympic hopefuls and sleep in the same dorms. They also get a dozen or more runs a day on the $30 million, mile-long track the athletes race on.

24.4 Racing Schools and Driving Experiences

Driving schools and experiences are offered at NASCAR race tracks in Atlanta, Charlotte, Daytona, Homestead-Miami, Las Vegas, Leguna (California), Sebring (Florida), and other cities. The following are some of the experiences offered:

Bob Bondurant School of High Performance Driving
• In Chandler, Arizona, Bob Bondurant School of High Performance Driving (www.bondurant.com) teaches participants to drive open-wheel Formula 2000 cars on a course full of twists and turns.

Bobby Ore Stunt Driving School
• Bobby Ore Motorsports (www.bobbyoresports.com) teaches Dukes of Hazzard-style slides and also how to drive a car on two wheels at its location in Sebring, Florida.
**Indy Racing Experience**
- The Indy Racing Experience, which debuted in 2001, has provided over 50,000 thrill rides in real Indy cars and generated more than $25 million in revenue.

“**The day after the Indy 500 ... lucky fans got a once-in-a-lifetime opportunity: the chance to roar down the front straight at the Indianapolis Motor Speedway in excess of 200 mph in a two-seat, open-wheel car with Mario Andretti for a chauffeur.**”

*Forbes, 7/26/17*

**Richard Petty Driving Experience**
- The Richard Petty Driving Experience (www.drivepetty.com), held at various locations throughout the U.S., gives the experience of driving eight high-speed laps on an oval like a NASCAR driver.

**Roy Hill’s Drag Racing School**
- Roy Hill’s Drag Racing School (www.royhillsdragracingschool.com) teaches how to drive a 1,200-horsepower racer down a quarter-mile track.

**Skip Barber Racing School**
- The Skip Barber Racing School (www.skipbarber.com) offers one-day and three-day courses where students drive miniature Indy cars that accelerate like a Corvette or 500-horsepower Dodge Viper.

**Smiley Sitton’s Outlaw Driving School**
- Smiley Sitton’s Outlaw Driving School (www.outlawdrivingschool.com) lets participants pilot a go-cart size car with a 700-horsepower engine.

### 24.5 Sports Adventures
The following are some packages for adults that offer the opportunity to participate in sports adventures:
America’s Cup Challenge (San Diego, CA; www.nextlevelsailing.com)

- Next Level Sailing rents the Stars & Stripes/USA 34 – one of several racing boats to bear the legendary Stars & Stripes name in recent decades – for four-hour private charters. This version of the boat, built for seafaring legend Dennis Connors’ 1995 America’s Cup challenge, is 79 feet long and can hit speeds of up to 18 knots when heading downwind.

Old Course Experience (www.oldcourse-experience.com)

- The St. Andrews Links Trust, which manages the famous Old Course at St. Andrews Links – the frequent home of the British Open Championship – offers a package that includes guaranteed tee times at the Old Course and other St. Andrews courses, along with lodging and meals.

Reds Baseball Heaven (Goodyear, AZ; http://cincinnati.reds.mlb.com/cin/fan_forum/fantasy_camp.jsp)

- During spring training each year, the Cincinnati Reds invite fans to participate in an eight-day fantasy camp. Participants receive coaching on the game’s fundamentals from former Reds players, play daily intra-squad games, get their own clubhouse locker, and play in a game against a team of Reds greats. These $4,000+ camp sessions typically sell out a year in advance.

Tour de France Biking Tours

- Trek Travel (www.backroads.com) offers Tour de France biking tours where participants ride just hours ahead of the pros before stopping to watch the racers pass. The five- to nine-day trips are available for all ability levels. The cost is $5,500 per person.

24.6 Sensory Experiences

Dialog in the Dark (www.dialogue-in-the-dark.com), launched in 1988, is an awareness raising exhibition where blind guides lead visitors in small groups through different settings in absolute darkness. Through this visitors learn how to interact without sight by using their other senses. Over six million people have experienced Dialog in the Dark, which has employed over 6,000 blind people. There are now permanent exhibitions in seven countries. In the U.S. there have been exhibitions in Atlanta and New York City.

24.7 Immersive Theater

Immersive theater involves the audience interacting with the performance or set in some way. The following were some interactive performances that are running in 2018:
• *Sleep No More*, which has been staged in New York City since 2011, is a mash-up of Shakespeare’s Macbeth and 1930s film noir that combines elements of theater, dance, and haunted fun house in a five-story warehouse space retrofitted as the fictitious McKittrick Hotel. The audience walks at their own pace through a variety of theatrically designed rooms, interacting with the props and observing the actors at their own pace.

“Investors in *Sleep No More,*” which ran in London and Boston and opened in New York in March 2011, say the show and its restaurant and bar sales have turned a nice profit. Even more important, however, is that the show’s popularity has become self-sustaining as audiences have spread the word about being part of a Macbeth murder-mystery.”

*The New York Times*

• *Tony n’ Tina’s Wedding* is an interactive comedy event based on a traditional Italian-American wedding and reception. Audience members are treated as guests at the wedding by the improvisational comedy cast. After the wedding, guests participate in the reception which includes a full Italian dinner and a live band. The theatrical experience launched in 1985 and has been staged in over 100 locations worldwide. It is the longest-running off-Broadway performances and one of Chicago’s longest-running shows. Permanent venues are in Chicago, Orlando, and New York City, and performances have been scheduled in about 12 other U.S. cities for 2018.

• Taking place entirely in a swimming pool, *Pool Play* invites audiences to come sit at the edge of the pool with their feet in the water. Actors in the water choreograph America’s relationship with water, swimming, and pools.

• Set against a backdrop of global crisis, the play *Versailles 2015* is staged as a cocktail party in an actual New York City apartment. Guests rotate through the space’s five rooms, discussing gentrification over hors d’oeuvres in the living room and dietary privilege over cake in the kitchen while witnessing scenes of social alienation and existential conflict in the bedroom and guest bathroom and watching a dance performance in the master bathroom.
• *Natasha, Pierre and the Great Comet of 1812* is a musical adaptation of a segment of Leo Tolstoy’s *War and Peace*. The stage doubles as a cocktail lounge where the audience is seated.

“A surly Russian prince wanders into the audience and snatches food from a diner’s plate. Another character startles theatergoers by joining their cocktail table. This is the latest experiment in the New York theater world, testing the theory that many people are more likely to see a show if it feels like a night out clubbing.”

*The New York Times*

### 24.8 Experiential Restaurants

Some restaurants pair an entertainment experience with meal options. The following are notable examples:

- **Dave & Buster’s** ([www.daveandbusters.com](http://www.daveandbusters.com)) combines dining within the largest chain of amusement arcades in the country. The concept was launched in the late 1970s in Little Rock, Arkansas, when two side-by-side establishments, Slick Willy’s World of Entertainment and Buster’s Bar & Grill, combined operations. There are now 72 locations.

- **Dinner in the Sky** ([www.dinnerinthesky.com](http://www.dinnerinthesky.com)) hoists up to 22 guests on a platform 18 stories above the ground for dinner. The experience is offered in Las Vegas, New York City, and at Seminole Casino Coconut Creek (Florida), plus several cities in 31 countries. The concept has been expanded to include marriage in the sky, lounge in the sky, and showbiz in the sky.

- **The decor of Jekyll & Hyde Pub** (New York City, [www.jekyllpub.com](http://www.jekyllpub.com)) includes gargoyles and coffins. The ghoulish entertainment includes live skits, animatronics, and interactive puppets. Also offered by parent company Jekyll & Hyde Entertainment Group is Jekyll & Hyde of Greenwich Village, Shipwreck Tavern, The Slaughtered Lamb Pub, an adventure park, and a “scream” park.

- **Medieval Times** ([www.medievaltimes.com](http://www.medievaltimes.com)) is a nine-unit chain with restaurants set inside a faux 11th century castle. Guests experience all of the feasting, pagentry, tournament games, and exciting sword fights that characterized the best of life a millennia ago. Locations are in Atlanta, Georgia; Buena Park, California; Dallas
Texas; Chicago, Illinois; Hanover, Maryland; Kissimmee, Florida; Lyndhurst, New Jersey; Myrtle Beach, South Carolina; and Toronto, Ontario.

- **Dining at Opaque - Dining in the Dark** (West Hollywood, CA and San Francisco, CA; [www.darkdining.com](http://www.darkdining.com)) is precisely what the name implies. Customers are led into a pitch-black dining room where they rely on their other four senses during their three-course meal. The waiters are legally blind. The concept launched in 2005.

There are approximately 200 mystery dinner theaters across the U.S.; the Orlando area alone has six. The following are some of the more prominent mystery dinner theaters:

- **Agatha’s A Taste of Mystery** (Atlanta, GA; [www.agathas.com](http://www.agathas.com))
- **Bistro Romano Mystery Theatre** (Philadelphia, PA; [www.bistroromano.com](http://www.bistroromano.com))
- **Haunted Dinner Theater** (Williamsburg, VA; [www.haunteddinnertheater.com](http://www.haunteddinnertheater.com))
- **Murder by Chocolate** (Houston, TX; [www.murderbychocolate.net](http://www.murderbychocolate.net))
- **Murder Mystery Train** (Lansing, MI and Toledo, OH; [www.murdermysterytrain.com](http://www.murdermysterytrain.com))
- **Mystery Cafe** (Boston, MA; [www.mysterycafe.com](http://www.mysterycafe.com))
- **Seminole Dinner Mystery Train** (Ft. Myers, FL; [www.semgulf.com](http://www.semgulf.com))
- **Sleuths Mystery Dinner Show** (Orlando, FL; [www.sleuths.com](http://www.sleuths.com))
- **The Dinner Detective** (31 locations; [www.thedinnerdetective.com](http://www.thedinnerdetective.com))
25

FANDOM

25.1 Overview

Fandom goes well beyond the avid sports fan suited up in a player or team jersey who tailgates and plays fantasy sports as well as tunes in to every game. It’s more than hours spent listening to recordings of a favorite musician and the collection of CDs. Fandom is a culture that includes fans of fictive worlds found in literature and comics, film and television, and videogames, where these fans express their appreciation through art, fashion, blogs, clubs, hobbies, conventions, and more.

“The far-flung corners of fandom used to thrive mostly online, invisible to those who didn’t share the same groupie passions. But recently, more fans have been stepping out of the virtual world and into convention centers – the physical manifestation of an obsessiveness bred by the Internet.”

The Wall Street Journal

25.2 Activities

Literature spawned the earliest form of modern fandom. Fiction featuring Sherlock Holmes inspired Sherlockians in the late 19th century to write parodies and pastiches that continue to this day – fans held public demonstrations and mourned when Holmes was ‘killed’ off in 1893. The Baker Street Irregulars (New York) and The Sherlock Holmes Society of London first formed in 1934. The current TV shows Sherlock and Elementary are both posting high viewer ratings.

As with the Sherlock Holmes stories that were recreated from print to TV and film and theater, most works popular in fandom include crossovers and tie-ins among various mediums. Lovers of all things Harry Potter, for example, many of whom call
themselves Potterheads, have devoted much leisure time to reading all seven epic fantasy novels in the original books series (over one million words) and watching all eight films (over 20 hours). Younger Potterheads play the various video games, and many fans have visited the Potter-theme attractions at two U.S. amusement parks.

Leisure time dedicated to fandom includes time spent engaged with the original concept along with the derivative works, as well as time spent meeting up with other fans, often via social networks. Creating art like drawings, fan fiction, or videos and attending conventions, or cons, are other popular endeavors.

It's the interest in a favorite character that sparks in many the desire to become that character through cosplay, a portmanteau for costume play. Though some cosplayers commission others to design a costume, most dedicate much leisure time to handcrafting a costume, including hair and makeup, clothing and accessories, and gear. There are some cosplayers that recreate a costume capturing every detail exactly as the original character. Others tweak a look to suit their own style or personality. Others, still, take inspiration from characters to create an entirely original concept.

While drawing similar enthusiasm as fandom, reenactments, such as Medieval, Renaissance, and Regency reenactments, have historical context and often serve to educate as well as to entertain. Reenacting captures a specific event or period of history whereas fandom is based on fictive inventiveness. The time and expense spent researching, crafting, and reenacting is as significant as with fandom for many enthusiasts, however.

25.3 Most Popular Fandom

The book series A Song of Ice and Fire – from which the wildly popular HBO series Game of Thrones originates – as well as Tolkien’s Lord of the Rings book series that spawned several films have a global fan base. Much about fandom culture is, in fact, global.

Anime (TV/film animation) and manga (comics) originated in Japan and have a large following in the U.S. More than 50 anime conventions are held throughout the U.S. annually. Video games also have global appeal, with numerous annual conventions held in the U.S.

The culture of fandom includes fans being dubbed a moniker based on the title/story of the concept. The following are among the most popular:

- Bronies: My Little Pony: Friendship is Magic
- Browncoats: Firefly
- Demigod: Percy Jackson
- Gleeks: Glee
- Hunters: Supernatural
- Initiates: Divergent
- Janeites: Jane Austen
- MSTies: Mystery Science Theater 3000
• Potterheads: *Harry Potter*
• Sherlockians: *Sherlock Holmes*
• Trekkies: *Star Trek*
• Tributes: *The Hunger Games*
• Whovians: *Doctor Who*

### 25.4 Conventions and Events

Fandom conventions run the gamut, from anime to comics/manga to multi-genre and sci-fi.

According to Showclix (www.showclix.com), a platform for live-event organizers, there were over 550 major pop-culture fan gatherings in the U.S. in 2017.

According to Rob Salkowitz, author of *Comic-Con & the Business of Pop Culture* (McGraw-Hill, 2012), the annual economic impact of fandom is more than $4 billion.

_________________________________________________________________

“Gaming, anime, and pop-culture cons don’t just draw lots of people. They attract heavily invested fans who are highly knowledgeable about the subject matter and passionate about the experience. Extravagant festivals celebrating comics, gaming, manga/anime and pop culture have gone from being ‘nerd niche’ to ‘peak geek’ the most popular events in the burgeoning ‘experience economy’ and drivers of more than $4 billion in economic activity in North America alone.”

Rob Salkowitz
*Everbrite, 7/27/17*

_________________________________________________________________

The following is a list of fandom events: www.rkma.com/fandom.pdf.
26

FANTASY SPORTS

26.1 Overview
Fantasy sports dates to the 1960s. Fantasy sports leagues, originally called roto
serie leagues, where players draft teams from professional sports rosters and
follow season-long statistics to compile their scores, date to the 1980s.

Daily fantasy sports (DFS), which dates to 2007 and surged in popularity in
2014, is similar to season-long competitions but last for just one day. In general, DFS
does not compete for the same players as season-long games.

26.2 Market Assessment
According to annual assessments for the Fantasy Sports Trade Association
(FSTA, www.fsta.org) by Ipsos (www.ipsos.com), participation in fantasy sports in the
U.S. and Canada has been as follows:
• 2013: 40.6 million
• 2014: 56.8 million
• 2015: 57.4 million
• 2016: 58.0 million
• 2017: 59.3 billion

According to 2017 FSTA Research, published in June 2017, fantasy sports are a
$7.2 billion business. The following are findings of the 2017 assessment:
• Over $1 billion is spent on “ancillary” activities and goods, including draft parties,
pizza deliveries, and fantasy memorabilia.
• Eighty-four percent (84%) hold a draft party, and over 90% of players buy food
and/or alcohol at the party.
• Fifty-seven percent (57%) have a league-wide event outside of the draft party,
including going to bars or clubs (51%), a group trip (47%), and a golf outing (44%).
• Seventy-three percent (73%) spend money on a non-cash prize for their league
winner (e.g., trophy, belt, ring).
• Fantasy sports participants are fiercely loyal to the players they draft; 73% have
purchased memorabilia related to their fantasy teams (e.g., player jersey,
autograph).
• Overall, fantasy participation is 29% female.
While fantasy sports leagues for football, baseball, basketball, and hockey are most popular, the range of sports attracting fantasy play include virtually every category of sport and competition. There are even fantasy leagues for bass fishing.

### 26.3 Legality

The Unlawful Internet Gambling Enforcement Act of 2006 (UIGEA) exempts fantasy sports games or any online contest that has an outcome that reflects the relative knowledge of the participants rather than chance from classification as gambling. UIGEA requires that prizes and awards offered to winning participants in fantasy sports be established and made known to the participants in advance of the game and their value not be determined by the number of participants or the amount of any fees paid by those participants.

Even with the non-gambling classification, daily fantasy sports captures an excitement and has a potential for high stakes winning similar to gambling.

“If you fill a fantasy lineup with the players who perform well on a given weekend, an entry fee of $20 can win you $1 million or more on either of the two leading sites, DraftKings and FanDuel.”

*Bloomberg Businessweek*

Several states have challenged the classification of daily fantasy sports as non-wagering. Nevada was the first state in 2015 to rule that daily fantasy is a form of wagering and prohibits sites from operating without gaming licenses. More recently, officials in Illinois and New York requested that daily fantasy sites DraftKings and FanDuel stop accepting entries from their respective states.

### 26.4 Demographics

According to ESPN Sports Poll (http://espn.go.com/sportsnation/polls), the percentages of people by age and gender who play online fantasy sports daily are as follows:

<table>
<thead>
<tr>
<th>Age</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-to-17</td>
<td>6.8%</td>
<td>1.0%</td>
</tr>
<tr>
<td>18-to-34</td>
<td>8.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td>35-to-54</td>
<td>8.4%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
The following percentages play online fantasy sports weekly:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-to-17</td>
<td>12.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>18-to-34</td>
<td>13.5%</td>
<td>3.0%</td>
</tr>
<tr>
<td>35-to-54</td>
<td>8.4%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

### 26.5 Season-Long Fantasy Sports

Fantasy players create teams using real statistics from actual players and compete with other players in a league based on the performance of their fantasy team. Leagues typically consist of between eight and 14 teams. Fantasy players pay an entry fee to play; winning players receive cash prizes.

“\[In a typical league, a dozen or so participants chip in money – $20 on the low end and $1,300 or more for high-stakes contests. The team with the best aggregate statistics wins at the end of the regular season and takes the lion’s share of prize money.\]”

*Forbes*

League winners can earn a grand prize of $100,000 in national competitions such as NBC Sports’ national fantasy baseball competition, a season-long contest of 26 leagues and 309 teams.

Most fantasy sport players play multiple sports, with football being the most popular. According to the FSTA, the following are percentages of participants and total spending for the five most popular sports:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Participation</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>93%</td>
<td>48%</td>
</tr>
<tr>
<td>Baseball</td>
<td>70%</td>
<td>33%</td>
</tr>
<tr>
<td>Basketball</td>
<td>35%</td>
<td>12%</td>
</tr>
<tr>
<td>Hockey</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Major media companies, including CBS, ESPN, Fox, and Yahoo!, have become active in the fantasy sports business, operating leagues and providing services to...
players. While most fantasy operators previously charged players a fee to play, more leagues are now free. A company like CBS makes money by selling to players a range of product, such as draft guides and expert analysis, and through advertising.

Fantasy sports is supported by about a dozen magazines, about 200 websites (some fee-based), and countless amateur blogs.

At the pinnacle of traditional fantasy sports are football leagues where winning participants can make as much as $300,000 in a good year.

“The Diamond [National Fantasy Football Championship’s Diamond League] may well be the world’s most serious fantasy football league. The entry fee is $10,000. The winner stands to pocket $80,000. It is the most expensive among more than 300 pay-to-play leagues run by the sports information company Stats, which holds its drafts in Las Vegas, New York, and Chicago, as well as online. More than 1,000 players, nearly all of them men, spend a combined $2 million for the right to manage some 4,000 teams in Stats football leagues.”

*Bloomberg Businessweek*

### 26.6 Daily Fantasy Sports

FanDuel and Draft Kings (www.draftkings.com) garner 96% of the DFS market. Revenue for the two companies are estimated at $180 million and $150 million, respectively.

The high stakes of daily fantasy sports has attracted high rollers who use sophisticated research and improve their chances by submitting multiple entries. According to RotoGrinders (www.rotogrinders.com), the top 100 players on FanDuel and DraftKings win, on average, 330 times every day they play. The top 10 players win 873 daily plays.

DFS affords a huge advantage to skilled players. An assessment of Major League Baseball DFS by McKinsey & Company (www.mckinsey.com) found 91% of DFS player profits were won by 1.3% of players. Here is the breakdown of the assessment:
• The top 11 players paid, on average, $2 million in entry fees and profited $135,000 each. They accounted for 17% of all entry fees. The winningest player in the McKinsey sample profited $400,000 on $3 million in entry fees.
• The rest of the top 1.3% of players paid, on average, $9,100 in entry fees and profited $2,400 each, for a 27% return on investment. These contestants accounted for 23% of all entry fees and 77% of all profits.
• Five percent (5%) of players lost $1,100 each on entry fees of $3,600 on average.
• Eighty percent (80%) of players lost $25 each on entry fees of $49 on average.

A survey of fantasy sports players conducted by Eilers Research (www.ellersresearch.com) found that 70% of participants have lost money.

“Most daily fantasy bettors will end up disappointed by season’s end. They can’t quite compete with sharks.”

Bloomberg Businessweek

The popularity of DSF waned in 2016 as states began imposing regulations and many novice players dropped out after losing money. Fan Duel and Draft Kings publically proposed a merger in November 2016. The deal was described by the companies as a “merger of equals” and not an acquisition.

“FanDuel ... incurred a fiscal loss of $59 million in the period of January-October 2016 on $91 million in revenue. Despite the fiscal issues and a marked slowdown in the daily fantasy market last year, FanDuel carried an estimated $1.2 billion value at the time of the document’s issuance in January.”

SportsBusiness Journal, 6/5/17
Merger plans were scrapped in July 2017 after federal regulators all but doomed the union of dominant daily fantasy sports.

26.7 Market Resources

Fantasy Sports Business (www.fantasysportsbusiness.com) - an online newsletter

Fantasy Sports Trade Association, 600 N. Lake Shore Drive, Suite 2009, Chicago, IL 60611. (312) 771-7019. (www.fsta.org)
27

FASHION

27.1 Overview
A few thousand people in the U.S. find a career in fashion design; millions enjoy fashion as a hobby, with activities ranging from designing and making their own clothes to following trends in fashion.

People with fashion as a hobby, often referred to as fashionistas, follow the latest fashions, designers and design houses, fashion shows, and models similar to the way sports fans follow teams and their favorite players.

27.2 Fashion Museums and Exhibitions
The following are fashion museums in the U.S.:

• FIDM Museum & Galleries - Fashion Institute of Design & Merchandising (Los Angeles, CA; http://fashionmuseum.org/exhibitions/upcoming/)
• Kent State University Museum (Kent, OH; https://www.kent.edu/museum)
• Museum at the Fashion Institute of Technology (New York, NY; www.fitnyc.edu/museum.asp)
• Museum of Arts and Design (New York, NY; www.madmuseum.org)
• Texas Fashion Collection at University of North Texas (Denton, TX; www.tfc.unt.edu)
• The Costume Institute at the Metropolitan Museum of Art (New York, NY; www.metmuseum.org/about-the-museum/museum-departments/curatorial-departments/the-costume-institute)
• The Fabric Workshop and Museum (Philadelphia, PA; www.fabricworkshopandmuseum.org)

“Museums have discovered the magic formula for making the exclusive world of high fashion accessible to everybody for the price of an entry ticket, seen through the lens of art.”

Forbes

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27.3 Fashion Shows

Among the hundreds of fashion shows held in the U.S. each year, some focus on professional fashion buyers, others appeal primarily to consumers; most shows appeal to both audiences.

Victoria’s Secret Fashion Show, held annually in New York City since 1995 and broadcast on CBS since 2001, is the most popular among consumers. The show sells out the 5,000-seat arena at the 69th Regiment Armory months in advance. Tickets for the December 2015 show: $16,000 on the secondary ticket market.

Television viewership has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>8.7 million</td>
</tr>
<tr>
<td>2009</td>
<td>8.3 million</td>
</tr>
<tr>
<td>2010</td>
<td>9.0 million</td>
</tr>
<tr>
<td>2011</td>
<td>10.3 million</td>
</tr>
<tr>
<td>2012</td>
<td>9.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>9.7 million</td>
</tr>
<tr>
<td>2014</td>
<td>7.8 million</td>
</tr>
<tr>
<td>2015</td>
<td>6.6 million</td>
</tr>
<tr>
<td>2016</td>
<td>6.7 million</td>
</tr>
<tr>
<td>2017</td>
<td>5.0 million</td>
</tr>
</tbody>
</table>

Retailers have been presenting fashion shows for their customers and the general public since the early 20th century and the shows remain popular, often attracting an audience of thousands.

The most popular among retail fashion shows is Macy’s Glamorama (www.macys.com/campaign/social?campaign_id=157&channel_id=1), held annually in Chicago, Los Angeles, Minneapolis, and San Francisco. Glamorama features top American and international fashion designers and celebrities.

Since 1946, the Metropolitan Museum of Art’s Costume Institute in New York City has presented the Costume Institute Gala (commonly called the Met Gala), a fund-raising gala that marks the grand opening of the Costume Institute’s annual fashion exhibit. With a guest list of only 650 to 700 people, it is widely regarded as one of the most exclusive social events in New York. Following the event, the exhibition runs for several months. The 2018 exhibition ran from May 7 until October 8.

Rip The Runway, an annual fashion show and music show broadcast by BET, has been held since 2007 at the Hammerstein Ballroom in New York City.

New York Fashion Week (www.newyorkfashionweek.buzz) launched in 1943 to show international fashion collections to buyers, the press, and the general public. The event is now held in February and September each year and is one of five major fashion weeks in the world, along with those in Paris, London, Berlin, and Milan. It consists of numerous branded events including Mercedes-Benz Fashion Week New York and MADE Fashion Week.

Los Angeles Fashion Week (www.lafashionweek.org) debuted in the 1950s and ranks among the Top 10 fashion events worldwide.

Men’s Fashion Week is held in conjunction with New York Fashion Week and Los Angeles Fashion Week.

Mercedes-Benz Fashion Week Miami works together with New York Fashion Week and is the country’s largest fashion week for swimwear.

The following are other fashion week shows:
The launch of fashion weeks outside of the fashion capitals of New York and Los Angeles and the companion shows have been well received.

“A glamorous model clumps down the runway. Photographers snap. Fashion editors applaud. And for a moment, it seems as if all eyes in the couture world are on ... Knoxville? Such is the burgeoning business of smaller-town fashion weeks. For decades, the world’s clothing trends stemmed from seasonal spectacles in just four cities: New York, London, Milan and Paris. But in recent years, Dallas, Knoxville, and others have launched alternatives to hype local models and retailers.”

*Time*

### 27.4 Fashion Media

The following are the most popular fashion magazines, ranked by circulation (source: Publishers Information Bureau [www.magazines.org]):

- **Glamour:** 2.3 million
- **Redbook:** 2.2 million
- **InStyle:** 1.7 million
- **Vogue:** 1.3 million
- **Vanity Fair:** 1.2 million
- **Elle:** 1.1 million
- **Lucky:** 1.1 million
- **Allure:** 1.0 million
- **Teen Vogue:** 1.0 million
- **GQ:** 960,000
- **Marie Claire:** 970,000
- **Harper’s Bazaar:** 730,000
There are several thousand fashion-focused websites and blogs, the most popular of which include CollegeFashion.net, Fashionista.com, Fashionologie.com, LimeLife.com, MyFashionLife.com, MyFDB.com, New York Magazine Fashion Blog (http://nymag.com/thecut/), Style.com, and TheSartorialist.com.

There are several fashion-themed reality shows, of which Project Runway is the most popular. Since its debut in 2004, the show has expanded to included several international versions and consistently scores high viewership ratings – an average 2 million viewers in 2017 (Season 17), down from a peak of 5 million in 2007.

America’s Next Top Model, the longest-running fashion reality TV series, began its 24th cycle in 2018. Tyra Banks hosts the program.

### 27.5 Academic Programs

The following are leading programs in fashion at U.S. colleges and universities:

- Academy of Art University (San Francisco, CA; www.academyart.edu/academics/fashion)
- Auburn University, Apparel Design and Merchandising (Auburn, AL; http://humsci.auburn.edu/cahs/bs-amdp.php)
- California College of Arts (San Francisco and Oakland, CA; www.cca.edu/academics/fashion-design)
- Columbia College, Fashion Studies (Chicago, IL; www.colum.edu/Admissions/Programs/Fashion.php)
- Columbus College of Art & Design (Columbus, OH; www.ccad.edu/programs-of-study/majors/fashion-design/)
- Cornell University, Fiber Science and Apparel Design (Ithaca, NY; www.human.cornell.edu/fsad)
- Drexel University, Westphal College of Media Arts & Design (Philadelphia, PA; www.drexel.edu/westphal/)
- Fashion Institute of Design & Merchandising (Los Angeles, CA; www.fidu.edu)
- Fashion Institute of Technology (New York, NY; www.fitnyc.edu)
- Iowa State University; Apparel, Merchandising and Design (Ames, IA; www.hs.iastate.edu/academics/majors-list/apparel-merchandising-design)
- Kent State University, Fashion School (Kent, OH; www.fashionschool.kent.edu)
- LI.M College, Fashion Merchandising (New York, NY; www.limcollege.edu/academics/Fashion-Merchandising.aspx)
- Massachusetts College of Art (Boston, MA; www.massart.edu/Academic_Programs/Fashion_Design.html)
- Oregon State University (Corvallis, OR; http://business.oregonstate.edu/prospective/undergraduate/disciplines/apparel)
- Otis College of Art and Design (Los Angeles, CA; www.otis.edu)
• Parsons, the New School for Design (New York, NY; www.newschool.edu/parsons/)
• Pratt Institute, School of Design (Brooklyn, NY; www.pratt.edu/academics/school-of-design/undergraduate-school-of-design/fashion/)
• Rhode Island School of Design (Providence, RI; www.risd.edu)
• Savannah College of Art and Design (Savannah, GA; www.scad.edu/academics/programs/fashion)
• School of the Art Institute of Chicago (Chicago, IL; www.saic.edu/academics/departments/fash)
• Syracuse University, Fashion Design (Syracuse, NY; http://vpa.syr.edu/art-design/design/undergraduate/fashion-design/)
• The Art Institutes (52 campuses; http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51)
• University of Cincinnati, School of Design (Cincinnati, OH; http://daap.uc.edu/academics/design/bs_fashion.html)
• University of Delaware, Department of Apparel and Fashion Studies (Newark, DE; www.fashion.udel.edu)
• University of Missouri, Textile & Apparel Management (Columbia, MO; http://tam.missouri.edu)
• University of Nebraska, Textiles, Merchandising and Fashion Design Department (Lincoln, NE; http://cehs.unl.edu/tmfd)
• Virginia Tech University, Apparel Product Design and Merchandising (Blacksburg, VA; www.ahrm.vt.edu/apparel/index.html)
• West Virginia University, Fashion Design and Merchandising (Morgantown, WV; www.fashion.wvu.edu)

27.6 Market Resources


28.1 Market Assessment

According to U.S. Travel (www.ustravel.org), approximately two million annually recurring events are hosted each year in North America. The spectrum is broad, with events ranging from state fairs to air shows to film festivals and more.

The International Festivals & Events Association (www.ifea.com) estimates total attendance at these events at 405 million. The economic impact is $25 billion.

Approximately 3,250 fairs are held annually in the United States and Canada, according to the International Association of Fairs and Expositions (www.fairsandexpos.com). Approximately 150 million visitors attend these events.

According to Carnival Warehouse, the Top 50 annual fairs attract more than 40 million people annually.

28.2 Top 50 Fairs and Carnivals

The Top 50 fairs and carnivals in 2017 were as follows (source: Carnival Warehouse, change from previous year in parenthesis):

- Houston Livestock Show & Rodeo (Houston, TX): 2,611,176 (6.0%)
  March 7 - March 26, 2017
- Texas State Fair (Dallas, TX): 2,250,433 (-6.5%)
  September 29 - October 22, 2017
- San Antonio Livestock Show & Rodeo (San Antonio, TX): 2,038,633 (0.2%)
  February 9 - February 26, 2017
- Minnesota State Fair (St. Paul, MN): 1,997,320 (2.8%)
  August 24 - September 4, 2017
- San Diego County Fair (Del Mar, CA): 1,565,933 (-2.7%)
  June 2 - July 4, 2017
- Canadian National Exhibition (Toronto, ON, Canada): 1,562,389 (1.5%)
  August 18 - September 4, 2017
- Eastern States Exposition (West Springfield, MA): 1,525,553 (7.6%)
  September 15 - October 1, 2017
- Orange County Fair (Costa Mesa, CA): 1,334,753 (-0.8%)
  July 14 - August 13, 2017
- Los Angeles County Fair (Pomona, CA): 1,231,243 (-6.5%)
  September 1 - September 24, 2017
• Fort Worth Stock Show & Rodeo (Fort Worth, TX): 1,219,300 (-3.0%)
  January 13 - February 4, 2017
• Calgary Stampede (Calgary, Alberta, Canada): 1,214,972 (11.7%)
  July 7 - July 16, 2017
• Erie County Fair (Hamburg, NY): 1,193,279 (21.0%)
  August 9 - August 20, 2017
• New York State Fair (Syracuse, NY): 1,161,912 (4.0%)
  August 23 - September 4, 2017
• Arizona State Fair (Phoenix, AZ): 1,136,702 (9.6%)
  October 6 - October 29, 2017
• Iowa State Fair (Des Moines, IA): 1,130,071 (9.6%)
  August 10 - August 20, 2017
• Tulsa State Fair (Tulsa, OK): 1,100,500 (-8.8%)
  September 28 - October 8, 2017
• Washington State Fair (Puyallup, WA): 1,100,000 (0.1%)
  September 1 - September 24, 2017
• Wisconsin State Fair (West Allis, WI): 1,028,049 (1.2%)
  August 3 - August 13, 2017
• North Carolina State Fair (Raleigh, NC): 1,014,478 (-1.4%)
  October 12 - October 22, 2017
• Indiana State Fair (Indianapolis, IN): 906,736 (24.0%)
  August 4 - August 20, 2017
• Oklahoma State Fair (Oklahoma City, OK): 900,000 (12.5%)
  September 14 - September 24, 2017
• K Days (Edmonton, Alberta, Canada): 816,250 (1.6%)
  July 21 - July 30, 2017
• Ohio State Fair (Columbus, OH): 801,250 (-13.1%)
  July 26 - August 6, 2017
• Pacific National Exhibition (Vancouver, BC, Canada): 722,466 (1.4%)
  August 19 - September 4, 2017
• National Western Stock Show (Denver, CO): 684-580 (-0.3%)
  January 7 - January 22, 2017
• California State Fair (Sacramento, CA): 636,580 (-5.4%)
  July 14 - July 30, 2017
• Kentucky State Fair (Louisville, KY): 609,555 (7.9%)
  August 17 - August 27, 2017
• Big Fresno Fair (Fresno, CA): 609,036 (0.5%)
  October 4 - October 15, 2017
• Mississippi State Fair (Jackson, MS): 590,000 (-19.5%)
  October 4 - October 15, 2017
• Miami-Dade County Fair and Exposition (Miami, FL): 582,000 (-4.9%)
  March 23- April 16, 2017
• York Fair (York, PA): 565,483 (1.8%)
  September 8 - September 17, 2017
• Maryland State Fair (Timonium, MD): 555,841 (24.2%)
  August 24 - September 4, 2017
• Florida Strawberry Festival (Plant City, FL): 540,628 (-3.5%)
  March 2 - March 12, 2017
• Wilson County Fair (Lebanon, TN): 488,299 (4.5%)
  August 18 - August 26, 2017
• Colorado State Fair (Pueblo, CO): 480,204 (2.9%)
  August 25 - September 4, 2017
• Georgia National Fair (Perry, GA): 467,584 (-12.9%)
  October 5 - October 15, 2017
• Alameda County Fair (Pleasanton, CA): 463,783 (2.9%)
  June 16 - July 9, 2017
• New Mexico State Fair (Albuquerque, NM): 462,104 (-7.0%)
  September 7 - September 17, 2017
• Arkansas State Fair (Little Rock, AR): 451,130 (0.1%)
  October 12 - October 22, 2017
• Topsfield Fair (Topsfield, MA): 450,000 (18.4%)
  September 29 - October 9, 2017
• Kern County Fair (Bakersfield, CA): 448,033 (6.8%)
  September 20 - October 1, 2017
• South Florida Fair (West Palm Beach, FL): 448,025 (11.3%)
  January 13 - January 29, 2017
• Florida State Fair (Tampa, FL): 440,718 (11.5%)
  February 9 - February 20, 2017
• California Mid State Fair (Paso Robles, CA): 428,615 (1.7%)
  July 19 - July 30, 2017
• South Carolina State Fair (Columbia, SC): 427,566 (-8.1%)
  October 11 - October 22, 2017
• Bloomsburg Fair (Bloomsburg, PA): 405,699 (6.2%)
  September 23 - September 30, 2017
• The Illinois State Fair (Springfield, IL): 401,648 (12.5%)
  August 9 - August 19, 2017
• State Fair of Louisiana (Shreveport, LA): 379,700 (-12.0%)
  October 26 - November 11, 2017
• Nebraska State Fair (Grand Island, NE): 379,108 (5.0%)
  August 25 - September 4, 2017
• Missouri State Fair (Sedalia, MO): 368,916 (3.6%)
  August 10 - August 20, 2017

28.3 State Fairs
Annual state fairs are held in 44 states; combined attendance is more than 28 million. Attendance at the largest state fairs is presented in Section 28.2.

The following are links to state fairs:
Alabama
• North Alabama State Fair (Muscle Shoals; www.northalabamastatefair.org)

Alaska
• Alaska State Fair (Palmer; www.alaskastatefair.org)

Arizona
• Arizona Exposition & State Fair (Phoenix; www.azstatefair.com)

Arkansas
• Arkansas State Fair (Little Rock; www.arkansasstatefair.com)

California
• California State Fair (Sacramento; www.calstatefair.org)

Colorado
• Colorado State Fair (Pueblo; www.coloradostatefair.com)

Delaware
• Delaware State Fair (Harrington; www.delawarestatefair.com)

Florida
• Florida State Fair (Tampa; www.floridastatefair.com)

Georgia
• Georgia National Fair (Perry; www.georgianationalfair.com)
• North Georgia State Fair (Marietta; www.northgeorgiastatefair.com)

Hawaii
• Hawaii 50th State Fair (Aiea; www.ekfernandez.com/events/50th-entertainment.asp)

Idaho
• Eastern Idaho State Fair (Blackfoot; www.idaho-state-fair.com)
• Western Idaho Fair (Boise; www.idahofair.com)

Illinois
• Illinois State Fair (Springfield; www.agr.state.il.us/isf/)

Indiana
• Indiana State Fair (Indianapolis; www.in.gov/statefair/)

Iowa
• Iowa State Fair (Des Moines; www.iowastatefair.org)
Kansas
• Kansas State Fair (Hutchinson; www.kansasstatefair.com)

Kentucky
• Kentucky State Fair (Louisville; www.kystatefair.org)

Louisiana
• State Fair of Louisiana (Shreveport; www.statefairoflouisiana.com)

Maryland
• Maryland State Fair (Timonium; www.marylandstatefair.com)

Massachusetts/New England
• The Big E (West Springfield; www.thebige.com)

Minnesota
• Minnesota State Fair (Falcon Heights; www.mnstatefair.org)

Mississippi
• Mississippi State Fair (Jackson; www.mdac.ms.gov/bureaus-departments/state-fair-commission/fair/)

Missouri
• Missouri State Fair (Sedalia; www.mostatefair.com)

Montana
• Montana State Fair (Great Falls; www.montanastatefair.com)

Nebraska
• Nebraska State Fair (Grand Island; www.statefair.org)

New Jersey
• New Jersey State Fair (Augusta; www.newjerseystatefair.com)

New Mexico
• New Mexico State Fair (Albuquerque; http://exponm.com/state-fair/)

New York
• Great New York State Fair (Syracuse; www.nysfair.org)

North Carolina
• North Carolina State Fair (Raleigh; www.ncstatefair.org)
North Dakota
• North Dakota State Fair (Minot; www.ndstatefair.com)

Ohio
• Ohio State Fair (Columbus; www.ohiostatefair.com)

Oklahoma
• Oklahoma State Fair (Oklahoma City; www.okstatefair.com)
• Tulsa State Fair (Tulsa; www.tulsastatefair.com)

Oregon
• Oregon State Fair (Salem; www.oregonstatefair.org)

South Carolina
• South Carolina State Fair (Columbia; www.scstatefair.org)

South Dakota
• South Dakota State Fair (Huron; www.sdstatefair.com)

Tennessee
• Tennessee State Fair (Nashville; www.tnstatefair.org)

Texas
• State Fair of Texas (Dallas; www.bigtex.com)

Utah
• Utah State Fair (Salt Lake City; www.utah-state-fair.com)

Vermont
• Vermont State Fair (Rutland; www.vermont-statefair.net)

Virginia
• State Fair of Virginia (Caroline County; www.statefairva.org)

Washington
• Central Washington State Fair (Yakima; www.statefairpark.org/p/central-wa-state-fair)
• Evergreen State Fair (Monroe; www.evergreenfair.org)
• Washington State Fair (Puyallup; www.thefair.com)

West Virginia
• State Fair of West Virginia (Fairlea; www.statefairowv.com)
Wisconsin
• Wisconsin State Fair (Milwaukee; www.wistatefair.com)

Wyoming
• Wyoming State Fair (Douglas; www.wystatefair.com)

28.4 Arts Fairs and Events
Arts and cultural festivals explore various mediums of art, ranging from fine arts to DIY and crafting, to music and film, to literary arts and more. The vast array includes over 10,000 events held annually throughout the U.S.

Art Basel Miami Beach (www.artbasel.com/en/Miami-Beach), which in December 2017 featured art priced at between $2,000 to $20 million and attracted a record 82,000 visitors in its 16th year, is the nation’s largest art fair. An analysis by the Greater Miami Convention and Visitors Bureau estimates the economic impact to the city’s local economy at over $500 million.

The following are among the major arts fairs and festivals (sources: American Style, Art Fair Calendar, Chicago Tribune, and various local media):
• Ann Arbor Street Art Fair, the Original (Ann Arbor, MI; www.artfair.org)
• Annual Ann Arbor Summer Art Fair (Ann Arbor, MI; www.theguild.org/fairs/ann-arbor-art-fair)
• Arts, Beats & Eats (Royal Oak, MI; www.artsbeatseats.com)
• Atlanta Arts Festival (Atlanta, GA; www.atlantaartsfestival.com)
• Bayou City Art Festival (Houston, TX; www.bayoucityartfestival.com)
• Bellevue Festival of The Arts (Bellevue, WA; www.bellevuefest.org)
• Brookside Art Annual (Kansas City, MO; www.brooksidekc.org/bba/art-annual)
• Central Pennsylvania Festival of the Arts (State College, PA; www.arts-festival.com)
• Cherry Creek Arts Festival (Denver, CO; www.cherryarts.org)
• Coconut Grove Arts Festival (Coconut Grove, FL; www.cgaf.com)
• Columbus Arts Festival (Columbus, OH; www.columbusartsfestival.org)
• Des Moines Arts Festival (Des Moines, IA; www.desmoinesartsfestival.org)
• Festival of Fine Craft (Millville, NJ; www.wheatonarts.org)
• Kentuck Festival of the Arts (Northport, AL; http://kentuck.org/festival.html)
• Kentucky Crafted: The Market (Louisville, KY; http://kycraft.ky.gov/)
• Krasl Art Fair (St. Joseph, MI; www.krasl.org)
• Lakefront Festival of Art (Milwaukee, WI; http://lfoa.mam.org/)
• LaQuinta Arts Festival (LaQuinta, CA; www.lqaf.com)
• Long’s Park Art & Craft Festival (Lancaster, PA; http://longspark.org/art-craft-festival)
• Main Street, Fort Worth Arts Festival (Fort Worth, TX; www.mainstreetartsfest.org)
• National Black Arts Festival (Atlanta, GA; www.nbaf.org)
• Northern Virginia Fine Arts Festival (Reston, VA; http://northernvirginiafineartsfestival.org)
• Oklahoma City Festival of the Arts (Oklahoma City, OK; www.artscouncilokc.com/festival-of-the-arts)
• Old Town Art Fair (Chicago, IL; www.oldtowntriangle.com)
• Paradise City Arts Festival (Northampton, MA; www.paradisecityarts.com)
• Park City Kimball Arts Festival (Park City, UT; www.parkcitykimballartsfestival.org)
• Plaza Art Fair (Kansas City, MO; www.countryclubplaza.com/Events/Plaza-Art-Fair)
• Sausalito Art Festival (Sausalito, CA; www.sausalitoartfestival.org)
• Scottsdale Arts Festival (Scottsdale, AZ; www.scottsdaleartsfestival.org)
• St. James Court Art Show (Louisville, KY; www.stjamescourtartshow.com)
• St. Louis Art Fair (Clayton, MO; www.culturalfestivals.com)
• Uptown Art Fair (Minneapolis, MN; http://uptownartfair.com/)
• Winter Park Sidewalk Arts Festival (Winter Park, FL; www.wpsaf.org)

28.5 Film Festivals

Film festivals provide an opportunity for filmmakers, producers, screenwriters, and film score composers – from students to professionals – to showcase their work. Held annually since 1952, the Columbus International Film + Video Festival (Columbus, OH; www.columbusfilmcouncil.org) is the oldest film festival in the U.S.

The Seattle International Film Festival (www.seattlefilm.org) is the largest film festival in the United States, with attendance of about 160,000. With attendance reaching 290,000, the Toronto International Film Festival (www.tiff.net) is the largest in North America.

According to MovieMaker, the following were the best film festivals in the U.S. in 2017:
• Aspen ShortsFest (Aspen, CO)
• Austin Film Festival (Austin, TX)
• Big Sky Documentary Film Festival (Missoula, MT)
• Camden International Film Festival (Camden, ME)
• Chagrin Documentary Film Festival (Chagrin Falls, OH)
• Cinequest Film & VR Festival (San Jose and Redwood City, CA)
• Citizen Jane Film Festival (Columbia, MO)
• Cleveland International Film Festival (Cleveland, OH)
• Cucalorus Film Festival (Wilmington, NC)
• DC Shorts Film Festival & Screenplay Competition (Washington, DC)
• deadCenter Film Festival (Oklahoma City, OK)
• Denver Film Festival (Denver, CO)
• FilmQuest Festival (Provo, UT)
• Flickers' Rhode Island International Film Festival (Providence, RI)
• Full Frame Documentary Film Festival (Durham, NC)
• Heartland Film Festival (Indianapolis, IN)
• HollyShorts Film Festival (Los Angeles, CA)
• Hot Springs Documentary Film Festival (Hot Springs, AR)
• Indie Memphis Film Festival (Memphis, TN)
• Julien Dubuque Film Festival (Dubuque, IA)
• Mammoth Lakes Film Festival (Mammoth Lakes, CA)
• Maryland International Film Festival (Hagerstown, MD)
• Miami Film Festival (Miami, FL)
• Napa Valley Film Festival (Napa Valley, CA)
• New Hampshire Film Festival (Portsmouth, NH)
• New Orleans Film Festival (New Orleans, LA)
• Oak Cliff Film Festival (Dallas, TX)
• Outfest Los Angeles LGBT Film Festival (Los Angeles, CA)
• Oxford Film Festival (Oxford, MS)
• Palm Springs International ShortFest (Palm Springs, CA)
• Pan African Film Festival (Atlanta, GA and Los Angeles, CA)
• San Luis Obispo International Film Festival (San Luis Obispo, CA)
• Santa Barbara International Film Festival (Santa Barbara, CA)
• Santa Fe Independent Film Festival (Santa Fe, NM)
• Savannah Film Festival (Savannah, GA)
• Seattle International Film Festival (Seattle, WA)
• SENE [Southeast New England] Film, Music & Arts Festival (Providence and Warwick, RI)
• Sidewalk Film Festival (Birmingham, AL)
• Slamdance Film Festival (Park City, UT)
• Stony Brook Film Festival (Stony Brook, NY)
• Tacoma Film Festival (Tacoma, WA)
• Tallgrass Film Festival (Wichita, KS)
• True/False Film Fest (Columbia, MO)
• Twister Alley International Film Festival (Woodward, OK)
• Washington West Film Festival (Washington, DC)
• Woods Hole Film Festival (Woods Hole, MA)

28.6 Market Resources
Carnival Warehouse, P.O. Box 6682, Elgin, IL 60121. (www.carnivalwarehouse.com)

International Association of Fairs and Expositions, 3043 E. Cairo, Springfield, MO 65802. (800) 516-0313. (www.fairsandexpos.com)

International Festivals & Events Association, 2603 W. Eastover Terrace, Boise, ID 83706. (208) 433-0950. (www.ifea.com)
29.1 RBFF Assessment

According to the Recreational Boating & Fishing Foundation (RBFF, www.takemefishing.org), 46 million Americans, or 15.8% of the U.S. population, participate in fishing. Collectively, fishing participants make 904 million annual outings, or an average of 19.7 outings each.

While fishing is a historically male-dominated sport, first-time participation skews heavily female. Females now represent 34.4% of fishing participants.

The geographic distribution of those who fish is as follows:

- South Atlantic: 19.9%
- East North Central: 17.0%
- Pacific: 12.3%
- Middle Atlantic: 11.8%
- West South Central: 11.5%
- West North Central: 9.2%
- East South Central: 7.5%
- Mountain: 6.5%
- New England: 4.5%

29.2 SFIA Report

The 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reports fishing participation (age six and older) as follows (five-year change in participation in parenthesis):

**Freshwater Fishing**
- 1-to-7 times: 20.0 million (-1.6%)
- 8 or more: 18.4 million (3.1%)

**Saltwater Fishing**
- 1-to-7 times: 7.6 million (5.9%)
- 8-to-14 times: 5.4 million (7.3%)

**Fly Fishing**
- 1-to-7 times: 4.4 million (6.3%)
- 8-to-14 times: 2.3 million (3.1%)
29.3 FWS Survey

The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years. The most recent report was published in September 2017.

According to the survey, 35.8 million people age 16 years and older fished in 2016. Anglers spent more than $46.1 billion in 2016. Of those who fished, 21% traveled to other states to do so.

FWS assesses fishing in 2016 as follows:

**Number of Anglers**
- Freshwater: 30.1 million
- Saltwater: 8.3 million
- Total: 35.8 million

**Days Spent Fishing**
- Freshwater: 383 million
- Saltwater: 75 million
- Total: 459 million

**Fishing Trips**
- Freshwater: 322 million
- Saltwater: 61 million
- Total: 383 million

**Expenditures**
- Freshwater: $29.9 billion
- Saltwater: $11.2 billion
- Unspecified: $ 5.0 billion
- Total: $46.1 billion

By type of fishing, the number of anglers in 2016 were as follows:

**Freshwater except Great Lakes**
- Black bass: 9.6 million
- Panfish: 8.4 million
- Catfish/bullhead: 8.1 million
- Crappie: 7.8 million
- Trout: 7.8 million
- White bass, striped bass, and striped bass hybrids: 5.0 million
- Total: 29.5 million

**Great Lakes**
- Salmon: 0.9 million
- Walleye, sauger: 0.5 million
• Steelhead: 0.4 million
• Total: 1.8 million

Saltwater
• Red drum (redfish): 2.1 million
• Striped bass: 1.1 million
• Flatfish (flounder, halibut): 1.0 million
• Sea trout (weakfish): 0.7 million
• Bluefish: 0.6 million
• Salmon: 0.4 million
• Total: 8.3 million

29.4 Bass Fishing
Bass are the most pervasive sport fish in the U.S., indigenous to the waters of every state except Alaska. And bass prove to be a worthy opponent even for pro anglers. In the cult-like devotion it inspires, bass fishing is similar to NASCAR. In fact, many bass fishermen are NASCAR fans.

According to Sports Illustrated, 30 million Americans fish for bass every year. B.A.S.S. (the Bass Anglers Sportsman Society, www.bassmaster.com), primarily a conservation and advocacy group, has about 600,000 members. Founded by Ray Scott in 1967, B.A.S.S. manages more than 30 national fishing tournaments annually, which are televised on ESPN.

The Ozarks region (Missouri) has become a mecca for bass fishermen. According to USA Today, some anglers drive up to 14 hours to fish in the area. According to Derrick Crandall, director of the American Recreation Coalition (www.funoutdoors.com), other popular areas for bass fishing include:

• Lake Lanier, GA
• Walt Disney World (Orlando, FL)
• Kentucky Lake, KY
• Lake Mead, NV
• Shasta Lake, CA

According to B.A.S.S., the average amateur angler spends about $200 a month on equipment, which adds up to a $40 billion industry. That is more than is spent on tennis or biking. But fishing is a private activity that does not generate the excitement other sports do. Partly as a result, participation is not growing.

29.5 Top Places For Family Fishing
In 2018, the Recreational Boating & Fishing Foundation (http://takemefishing.org) recognized the following as the top places in the United States to fish and boat:
• Lake Martin (Alabama)
• Eklutna Tailrace (Alaska)
• Lake Havasu (Arizona)
• Macarthur Park (Arkansas)
• Yosemite National Park (California)
• Steamboat Lake State Park (Colorado)
• Burr Pond (Connecticut)
• Blackbird State Forest (Delaware)
• Piney Z Lake (Florida)
• Sweetwater Creek State Park (Georgia)
• Poka'i Bay (Oahu) (Hawaii)
• Dierkes Lake (Idaho)
• Kickapoo State Recreation Area (Illinois)
• Eagle Creek Reservoir (Indiana)
• Backbone State Park (Iowa)
• Lake Lenexa (Kansas)
• Lake Cumberland (Kentucky)
• Grand Isle State Park (Louisiana)
• Range Pond State Park (Maine)
• Chesapeake Bay at Sandy Point State Park (Maryland)
• Walden Pond (Massachusetts)
• Ottawa Beach (Michigan)
• East Moore Lake (Minnesota)
• Lake Jeff Davis (Mississippi)
• Lake of the Ozarks State Park (Missouri)
• Spring Meadow Lake (Montana)
• Lake Ogallala (Nebraska)
• Angel Lake (Nevada)
• Lake Winnipesaukee at Ellacoya State Park (New Hampshire)
• Round Valley Reservoir (New Jersey)
• Eagle Nest Lake (New Mexico)
• Central Park (New York)
• Lake Norman (North Carolina)
• Harmon Lake (North Dakota)
• Mohican State Park (Ohio)
• Arcadia Lake (Oklahoma)
• Mckenzie River (Oregon)
• Lake Lackawanna (Pennsylvania)
• Colt State Park (Rhode Island)
• Lake Murray (South Carolina)
• Farm Island Recreation Area (South Dakota)
• Kentucky Lake at Paris Landing State Park (Tennessee)
• Lake Buchanan (Texas)
• Mirror Lake (Utah)
• Lake Bomoseen State Park (Vermont)
• Lake Orange (Virginia)
• Hood Canal - Puget Sound (Washington)
• Little Beaver Lake (West Virginia)
• Devil’s Lake (Wisconsin)
• Glendo Lake (Wyoming)

29.6 Market Resources
American Sportfishing Association, 1001 North Fairfax Street, Suite 501, Alexandria, VA 22314. (703) 519-9691. (www.asafishing.org)

Recreational Boating & Fishing Foundation, 500 Montgomery Street, Suite 300, Alexandria, VA 22314. (703) 519-0013. (http://takemefishing.org)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)

30.1 Fitness Activities

According to The American Time Use Survey, published by the Bureau of Labor Statistics (www.bls.gov) of the U.S. Department of Labor, Americans on average spend 18 minutes per day participating in sports, exercise, or recreation. Among those who participate in these activities at all, the average is 1.7 hours daily, representing about one-third of leisure activity time.

On average, teens are active 40 minutes a day; people age 35 and above spend 15 minutes or less being active. The survey suggests that Americans tend to do less physical activity as they get older.

30.2 Fitness and Health Clubs

According to the International Health, Racquet & Sportsclub Association, (IHRSA, www.ihrsa.org), the number of health and fitness clubs in the U.S. and total membership has been as follows (source: IHRSA):

<table>
<thead>
<tr>
<th>Year</th>
<th># Clubs</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>26,830</td>
<td>41.3 million</td>
</tr>
<tr>
<td>2006</td>
<td>29,069</td>
<td>42.7 million</td>
</tr>
<tr>
<td>2007</td>
<td>29,357</td>
<td>41.5 million</td>
</tr>
<tr>
<td>2008</td>
<td>29,636</td>
<td>45.5 million</td>
</tr>
<tr>
<td>2009</td>
<td>29,750</td>
<td>45.3 million</td>
</tr>
<tr>
<td>2010</td>
<td>29,890</td>
<td>50.2 million</td>
</tr>
<tr>
<td>2011</td>
<td>29,960</td>
<td>51.4 million</td>
</tr>
<tr>
<td>2012</td>
<td>30,500</td>
<td>50.2 million</td>
</tr>
<tr>
<td>2013</td>
<td>32,150</td>
<td>52.9 million</td>
</tr>
<tr>
<td>2014</td>
<td>34,460</td>
<td>54.1 million</td>
</tr>
<tr>
<td>2015</td>
<td>36,178</td>
<td>55.3 million</td>
</tr>
<tr>
<td>2016</td>
<td>36,540</td>
<td>57.3 million</td>
</tr>
</tbody>
</table>

In total, 66.0 million adults used a health club in 2016; 14% were non-members. Members use the health club an average of 106 days. Male members visited their health clubs an average of 108 days in 2016; females used their clubs an average of 104 days.

Not-for-profit organizations, such as the YMCA, operate more than 5,000 of the 36,540 clubs.
Gym, Health & Fitness Clubs in the U.S., published in July 2018 by IBISWorld (www.ibisworld.com), assesses club revenue at $31 billion. Surveys by The Media Audit (www.themediaaudit.com) found that 28.7% of adults work out at least monthly at a health club. The following are the metropolitan areas with the highest percentage of adults who do so:

- Boston, MA: 34.1%
- San Jose, CA: 33.3%
- Seattle, WA: 32.9%
- San Francisco, CA: 32.8%
- Washington, DC: 32.4%
- Denver, CO: 32.3%
- New York, NY: 32.0%
- Reno, NV: 31.7%
- Columbia-Jefferson City, MO: 31.1%
- Chicago, IL: 31.0%

A recent trend has been the rise in popularity of cross-training gyms. According to the Sports and Fitness Industries Association (SFIA, www.sfia.org), 6.6 million people practiced boot-camp-style cross-training in 2017 – 2.0 million were core participants, participating 50 or more times.

Fitness Centers Industry Profile, a July 2018 report by First Research (www.firstresearch.com), estimates sector revenue at $28 billion.

30.3 Market Leaders

IHRSA Global 25 identified the following companies as fitness and health club market leaders in the U.S.:

- 24 Hour Fitness
- 9 Round
- Active Sports Clubs
- Anytime Fitness
- ClubCorp.
- CrossFit
- Crunch
- Fitness Formula Clubs
- Gold’s Gym International
- Koko Fitness
- LA Fitness International
- Leisure Sports Inc.
- Life Time Fitness
- Orangetheory Fitness
- Pure Barre
- Snap Fitness
- The Bay Club Company
30.4 Market Resources


International Health, Racquet & Sportsclub Association (IHRSA), 70 Fargo Street, Boston, MA 02210. (800) 228-4772. (www.ihrsa.org)

Sports & Fitness Industry Association, 8505 Fenton Street, Suite 211, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
31.1 Board Games

ICV2 (www.icv2.com), a consulting firm, estimates annual spending in the U.S. and Canada for board games at $880 million.

Board games appeal to a broad demographic. They have traditionally been popular with families with children, but adults without children are also attracted to games.

Board games typically are most popular during tough economic times when many people are looking for a way to socialize without going out. After all, Monopoly was launched in 1935, during the Great Depression.

“When the economy is bad and people are feeling financially pinched, board games are very attractive. You can play them over and over again.”

Cliff Annicelli, Editor-in-Chief
Playthings Magazine

There are many different types and styles of board games, ranging from, at the most basic level, those that have no inherent theme, such as Checkers, to more-complicated games with definite subjects, or even narratives, such as Cluedo.

Board games are categorized as follows:

• Children’s games
• Economics and strategy games
• European race games
• Games of physical skill
• Multiplayer elimination games
• Multiplayer games without elimination
• Two-player abstract strategy games

Within these categories there are over 300 board games.
Some classic board games include backgammon, checkers, chess, Chinese checkers, Dungeons and Dragons, Monopoly, Risk, Scrabble, and Trivial Pursuit. While it may seem counterintuitive, video and computer games have expanded the board game market.

“The market for hobby games is booming, with double-digit annual growth for the past half-decade. Far from diverting people, video games – especially ones on smartphones – have brought gaming to a larger audience. App versions of popular games often boost sales of their physical counterparts. The Internet has helped fans organize get-togethers, tournaments and the like, while crowdfunding websites such as Kickstarter have made life easier for aspiring designers. Meanwhile bricks-and-mortar game stores have adapted, running tournaments and providing the face-to-face sociability that online gaming lacks. Not every analog pastime is suffering in the digital age.”

*The Economist*

31.2 Chess

An estimated 605 million people worldwide know the rules of chess; 7.5 million are members of national chess federations, which exist in 160 countries worldwide. This makes chess one of the most popular games worldwide.

“There are more people in America who play chess than tennis and golf combined.”

*The New York Times*
Chess is one of the most popular games of skill in the U.S., played by millions of people at home, in chess clubs, online, by correspondence, and in tournaments. The United States Chess Federation (USCF, www.uschess.org), the governing body for the sport in the U.S., has over 80,000 members and more than 2,000 affiliated chess clubs. Chess is increasingly being used in schools as a learning tool. In 2003, America’s Foundation for Chess (www.af4c.org) launched FirstMove, a program that teaches second- and third-graders how to play chess. Over 50,000 students in 27 states are active in FirstMove.

“More educators are seeing the impact on their students. Though chess isn’t required in most schools, programs have been launched in inner-city schools, private schools, and even home schools.”

USA Today

St. Louis has developed into the epicenter for chess in the United States.

“The St. Louis region is now home to the U.S. Chess Championship, the World Chess Hall of Fame, [three-time U.S. champion] Hikaru Nakamura, and its top collegiate chess team at Webster University. It’s a mecca for aspiring players because of the chance to compete against the best in the U.S.”

USA Today

31.3 Contact Bridge

According to the American Contact Bridge League (ACBL, www.acbl.org), 25 million Americans (11.6% of the adult population) play bridge. An additional 21 million are at least familiar with the game.
Most bridge players also play other card games. The following are the percentages of bridge players who typically play other games at least once every two-to-three weeks:

- Solitaire: 62.2%
- Spades: 30.6%
- Poker: 30.4%
- Euchre: 27.8%
- Cribbage: 21.6%
- Gin rummy: 16.3%

It is their love of bridge that is said to bind two of the wealthiest Americans: Bill Gates and Warren Buffett. So enamored of the game are they, the two billionaires put up $1 million to start a program to teach contact bridge in junior high schools.

The mean age of bridge players is 53.9. Based on the Nationwide Bridge Survey, conducted by Equation Research (www.equationresearch.com), the following are demographics of bridge players:

**Gender**

- Female: 46.1%
- Male: 53.9%

**Ethnicity**

- Caucasian: 71.5%
- African-American: 15.6%
- Asian-American: 11.1%

**Education**

- College (four-year) degree: 20.3%
- Graduate degree: 23.1%
- Total college: 53.1%

**Annual income**

- More than $50,000: 27.0%
- More than $75,000: 47.1%
- Mean: $61,500

North American Bridge Championships, sponsored by the ACBL, are held three times a year; events draw more than 5,000 participants.

**31.4 Poker**

According to Hart Research Associates (www.hartresearch.com), approximately 15% of adults play poker.
The percentages of people, by gender and age demographic, that play poker are as follows:

**Gender**
- Male: 25%
- Female: 13%

**Age**
- 21-to-39: 35%
- 40-to-49: 18%
- 50-to-64: 15%
- 65 and older: 11%

Poker is a highly social activity. When asked in a survey by Maslansky + Partners (www.maslansky.com) why they play poker, players responded as follows:
- Spending time with family and friends: 51%
- The skill and strategy involved: 20%
- The chance to win money: 12%
- It's a popular game and lots of people are playing: 7%
- Other reasons: 10%

Poker enthusiasts play the game in a variety of settings, according to survey responses. More than three-quarters (78%) of poker players reported playing with friends and family in the past year, 27% have played in a casino or tournament, 10% reported playing over the Internet for money, and 29% have played online just for fun.

Others surveys have reported similar participation. A survey by SRBI Public Affairs (www.srbi.com) found that 47% of Americans have played poker in some form; 11% have played poker online.

### 31.5 Market Resources
America’s Foundation for Chess, 13620 NE 20th Street, Suite J, Bellevue, WA 98005. (866) 973-2342. (www.af4c.org)

American Contact Bridge League, 6575 Windchase Boulevard, Horn Lake, MS 38637. (662) 253-3100. (www.acbl.org)

United States Chess Federation, 137 O'Brien Drive, Crossville, TN 38555. (931) 787-1234. (www.uschess.org)
32.1 Market Assessment

According to the National Gardening Association (NGA, www.garden.org), 70% of all U.S. households, or an estimated 80 million households, participate in one or more types of do-it-yourself indoor/outdoor lawn and garden activities. Annual sales for all types of do-it-yourself lawn and garden activities are $30 billion.

According to the NGA, lawn and garden participation is highest among married households; people 35-to-44 years of age, or 55 years and older; college-educated households; households with annual incomes of $75,000 and over; two-person households; Midwestern households; households with children at home; and retirees.

The National Garden Survey (April 2017), conducted for the NGA by Harris Poll (www.theharrispoll.com), reported $36.9 billion in consumer spending on lawn and gardening activities. Seventy-four percent (74%) of U.S. households participate in lawn and garden activities, spending an average of $407.

Nearly four times as many households participate in do-it-yourself lawn and garden activities as those who hire someone to care for their lawns and gardens for them.

32.2 Food Gardening

According to the National Gardening Association, 42 million U.S. households grow their own food in home and community gardens, a 17% increase from 36 million households that did so in 2008. An estimated $3.5 billion is spent on food gardening each year, a 40% increase from $2.5 billion in 2008.

The following are additional findings from the NGA:

• Seventy-six percent (76%) of all households with a food garden grew vegetables, a 19% increase since 2008.
• Young people, particularly Millennials (ages 18-to-34), are the fastest-growing population segment of food gardeners. In 2008, there were 8 million Millennial food gardeners. That figure has increased to 13 million.
• Participation in food gardening among households with children increased 25%, to 15 million from 12 million in 2008.
• There has been a 29% increase in food gardening by people living in urban areas, up from 7 million in 2008 to 9 million.
### 32.3 Assessment By Metropolitan Area

The Media Audit (www.themediaaudit.com) regularly surveys U.S. households on various topics, including gardening. Surveys in 79 metropolitan areas found the percentages of adults who work in their lawn or garden at least once a year are as follows:

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron, OH</td>
<td>74.2%</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, NY</td>
<td>70.9%</td>
</tr>
<tr>
<td>Albuquerque, NM</td>
<td>75.7%</td>
</tr>
<tr>
<td>Allentown-Bethlehem, PA</td>
<td>73.2%</td>
</tr>
<tr>
<td>Ann Arbor, MI</td>
<td>68.9%</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>66.7%</td>
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<tr>
<td>Austin, TX</td>
<td>68.2%</td>
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<tr>
<td>Baltimore, MD</td>
<td>67.6%</td>
</tr>
<tr>
<td>Birmingham, AL</td>
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</tr>
<tr>
<td>Boise, ID</td>
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</tr>
<tr>
<td>Boston, MA</td>
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</tr>
<tr>
<td>Buffalo, NY</td>
<td>68.0%</td>
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<tr>
<td>Charleston, SC</td>
<td>63.0%</td>
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<tr>
<td>Charlotte, NC</td>
<td>65.4%</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>58.6%</td>
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<tr>
<td>Cincinnati, OH</td>
<td>73.1%</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>69.3%</td>
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<tr>
<td>Colorado Springs, CO</td>
<td>67.5%</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>70.6%</td>
</tr>
<tr>
<td>Columbia-Jefferson City, MO</td>
<td>73.6%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>70.9%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>64.1%</td>
</tr>
<tr>
<td>Dayton, OH</td>
<td>70.3%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>68.8%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>76.5%</td>
</tr>
<tr>
<td>Eugene-Springfield, OR</td>
<td>84.2%</td>
</tr>
<tr>
<td>Ft. Myers-Naples, FL</td>
<td>63.1%</td>
</tr>
<tr>
<td>Grand Rapids, MI</td>
<td>81.7%</td>
</tr>
<tr>
<td>Greensboro, NC</td>
<td>69.7%</td>
</tr>
<tr>
<td>Greenville-Spartanburg, SC</td>
<td>67.4%</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>58.9%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>75.2%</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>65.5%</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>70.7%</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>53.3%</td>
</tr>
<tr>
<td>Lexington, KY</td>
<td>73.2%</td>
</tr>
<tr>
<td>Little Rock, AR</td>
<td>65.5%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>46.7%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>66.7%</td>
</tr>
</tbody>
</table>
An assessment by The Media Audit ranked metropolitan areas by per capita spending on gardening as follows:

- Madison, WI: 75.9%
- Melbourne-Titusville-Cocoa, FL: 70.7%
- Memphis, TN: 67.7%
- Miami-Ft. Lauderdale, FL: 47.7%
- Milwaukee-Racine, WI: 61.1%
- Minneapolis-Saint Paul, MN: 75.6%
- Nashville, TN: 68.5%
- New Orleans, LA: 61.0%
- New York, NY: 48.4%
- Ocala, FL: 74.1%
- Oklahoma City, OK: 70.6%
- Omaha-Council Bluffs, NE: 74.5%
- Orange County, CA: 55.5%
- Orlando, FL: 62.2%
- Peoria, IL: 81.4%
- Philadelphia, PA: 64.3%
- Phoenix, AZ: 59.5%
- Pittsburgh, PA: 59.6%
- Portland, OR: 74.7%
- Raleigh-Durham, NC: 65.5%
- Reno, NV: 64.1%
- Riverside-San Bernardino, CA: 66.4%
- Rochester, NY: 70.6%
- Sacramento, CA: 63.6%
- Salt Lake City, UT: 81.4%
- San Antonio, TX: 71.8%
- San Diego, CA: 53.2%
- San Francisco, CA: 57.4%
- San Jose, CA: 59.3%
- Seattle-Tacoma, WA: 69.6%
- Southern New Hampshire: 77.2%
- Spokane, WA: 79.5%
- St. Louis, MO: 69.1%
- Syracuse, NY: 72.7%
- Tampa-St. Petersburg, FL: 64.0%
- Toledo, OH: 77.2%
- Tucson, AZ: 58.7%
- Tulsa, OK: 76.7%
- Washington, DC: 57.7%
- West Palm Beach, FL: 53.1%
• Ocala, FL: $3,757
• Southern New Hampshire: $3,405
• Little Rock, AR: $3,387
• West Palm Beach, FL: $2,502
• Rochester, NY: $2,458
• Akron, OH: $2,443
• Boise, ID: $2,129
• Riverside-San Bernardino, CA: $1,968
• Madison, WI: $1,827
• Albuquerque, NM: $1,822

32.4 Community Gardens

Community gardens, where neighbors share space in a common garden area, are growing in popularity. According to the American Community Gardening Association (www.communitygarden.org), there are about 20,000 community gardens in the United States.

The National Gardening Association estimated that two million households were involved in community gardening in 2016, a 200% increase from 2008.

In inter-city neighborhoods, community gardens provide an opportunity for residents of high-rise developments to engage in gardening. In suburbs and rural areas, residents enjoy community gardens for social interaction and efficiency of sharing gardening supplies and resources.

_________________________________________________________________

“Community gardening improves people’s quality of life by providing a catalyst for neighborhood and community development, stimulating social interaction, encouraging self-reliance, beautifying neighborhoods, producing nutritious food, reducing family food budgets, conserving resources and creating opportunities for recreation, exercise, therapy and education.”

American Community Garden Association
32.5 Botanical Gardens

The tremendous interest in gardening, one of America’s favorite pastimes, is a primary market driver for attendance at public gardens.


Almost all major metropolitan areas in the U.S. have a botanical garden or arboretum. They attract a wide mix of patrons, from those seeking a natural escape to self-appointed horticulturists wanting to learn more about the world of plants. What differentiates a botanical garden or arboretum from a regular park or garden is the placards that tag each species in the collection.

America’s most popular gardens include the following:

- ABQ BioPark Botanic Garden (Albuquerque, NM; www.cabq.gov/biopark/garden)
- Anna Scripps Whitcomb Conservatory (Detroit, MI; www.belleisleconservancy.org)
- Arizona-Sonora Desert Museum (Tucson, AZ; www.desertmuseum.org)
- Atlanta Botanical Garden (Atlanta, GA; www.atlantabotanicalgarden.org)
- Betty Ford Alpine Gardens (Vail, CO; www.bettyfordalpinegardens.org)
- Brookgreen Gardens (Murrells Inlet, SC; www.brookgreen.org)
- Brooklyn Botanic Garden (Brooklyn, NY; www.bbg.org)
- Callaway Gardens (Pine Mountain, GA; www.callawaygardens.com)
- Chicago Botanic Garden (Glencoe, IL; www.chicagobotanic.org)
- Descanso Gardens (LaCanada Flintridge, CA; www.descansogardens.org)
- Denver Botanic Gardens (Denver, CO; www.botanicgardens.org)
- Desert Botanical Garden (Phoenix, AZ; www.dbg.org)
- Fairchild Tropical Botanic Garden (Coral Gables, FL; www.fairchildgarden.org)
- Fort Worth Botanic Garden (Fort Worth, TX; www.fwbg.org)
- Franklin Park Conservatory (Columbus, OH; www.fpconservatory.org)
- Lady Bird Johnson Wildflower Center (Austin, TX; www.wildflower.org)
- Lewis Ginter Botanical Garden (Richmond, VA; www.lewisginter.org)
- Longwood Gardens (Kennett Square, PA; www.longwoodgardens.org)
- Minnesota Landscape Arboretum (Chanhassen, MN; www.arboretum.umn.edu)
- Missouri Botanical Garden (St. Louis, MO; www.mobot.org)
- Oldfields - Lilly House & Gardens (Indianapolis, IN; www.imamuseum.org/visit/oldfields-lilly-house-gardens)
- Phipps Conservatory & Botanical Garden (Pittsburgh, PA; www.phipps.conservatory.org)
- San Francisco Botanical Garden at Strybing Arboretum (San Francisco, CA; www.sfbotanicalgarden.org)
- The Arnold Arboretum of Harvard University (Boston, MA; www.arboretum.harvard.edu)
- The Bluedel Reserve (Bainbridge Island, WA; www.bloedelreserve.org)
- The Huntington Botanical Gardens (San Marino, CA; www.huntington.org)
- The Living Desert Zoo & Gardens (Carlsbad, NM; www.livingdesert.org)
- The New York Botanical Garden (New York, NY; www.nybg.org)
• The United States National Arboretum (Washington, DC; www.usna.usda.gov)
• United States Botanic Garden (Washington, DC; www.usbg.gov)

32.6 Gardening Blogs
A directory of gardening blogs is available at http://garden.org/blogs/. As of January 2018, 285 blogs were listed.

32.7 Market Resources
American Community Gardening Association, 3271 Main Street, College Park, GA 30337. (877) 275-2242. (www.communitygarden.org)

American Public Gardens Association, 351 Longwood Road, Kennett Square, PA 19348. (610) 708-3010. (www.publicgardens.org)

National Gardening Association, 237 Commerce Street, Suite 101, Williston, VT 05495. (802) 863-5251. (www.garden.org)

GENEALOGY

### 33.1 Market Assessment
Genealogy is second in popularity only to gardening among American hobbies, according to *The New York Times*. IBISWorld ([www.ibisworld.com](http://www.ibisworld.com)) estimates spending on ancestry research at $1 billion.

### 33.2 Genealogy Research Websites
Based on the number of monthly visitors, *Genealogy In Time* ([www.genealogyintime.com](http://www.genealogyintime.com)) ranked the top U.S.-based genealogy websites in 2017 as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Cemetery*</td>
<td>Find A Grave (<a href="http://www.findagrave.com">www.findagrave.com</a>)</td>
<td>Cemetery*</td>
</tr>
<tr>
<td>4. Family tree</td>
<td>MyHeritage.com (<a href="http://www.myheritage.com">www.myheritage.com</a>)</td>
<td>Family tree</td>
</tr>
<tr>
<td>5. Family tree</td>
<td>Geni.com (<a href="http://www.geni.com">www.geni.com</a>)</td>
<td>Family tree</td>
</tr>
<tr>
<td>6. Newspapers</td>
<td>Newspapers.com (<a href="http://www.newspapers.com">www.newspapers.com</a>)</td>
<td>Newspapers</td>
</tr>
<tr>
<td>7. DNA testing</td>
<td>Family Tree DNA (<a href="http://www.familytreedna.com">www.familytreedna.com</a>)</td>
<td>DNA testing</td>
</tr>
<tr>
<td>8. Records</td>
<td>Archives.com (<a href="http://www.archives.com">www.archives.com</a>)</td>
<td>Records</td>
</tr>
<tr>
<td>9. Search engine*</td>
<td>MooseRoots (<a href="http://www.mooseroots.com">www.mooseroots.com</a>)</td>
<td>Search engine*</td>
</tr>
<tr>
<td>10. Family tree*</td>
<td>WikiTree (<a href="http://www.wikitree.com">www.wikitree.com</a>)</td>
<td>Family tree*</td>
</tr>
<tr>
<td>12. Family tree*</td>
<td>FamilyTreeNow (<a href="http://www.familytreenow.com">www.familytreenow.com</a>)</td>
<td>Family tree*</td>
</tr>
<tr>
<td>13. Records</td>
<td>Fold3 (<a href="http://www.fold3.com">www.fold3.com</a>)</td>
<td>Records</td>
</tr>
<tr>
<td>15. DNA testing*</td>
<td>GEDmatch (<a href="http://gedmatch.com">http://gedmatch.com</a>)</td>
<td>DNA testing*</td>
</tr>
<tr>
<td>17. Forum*</td>
<td>AncientFaces (<a href="http://www.ancientfaces.com">www.ancientfaces.com</a>)</td>
<td>Forum*</td>
</tr>
<tr>
<td>18. Records*</td>
<td>USGenWeb Archives (<a href="http://usgwarchives.net">http://usgwarchives.net</a>)</td>
<td>Records*</td>
</tr>
<tr>
<td>20. Newspapers</td>
<td>Newspaper Archive (<a href="http://www.newspaperarchive.com">www.newspaperarchive.com</a>)</td>
<td>Newspapers</td>
</tr>
<tr>
<td>22. Links*</td>
<td>Cyndi’s List (<a href="http://cyndislist.com">http://cyndislist.com</a>)</td>
<td>Links*</td>
</tr>
<tr>
<td>23. Cemetery*</td>
<td>Billion Graves (<a href="http://billiongraves.com">http://billiongraves.com</a>)</td>
<td>Cemetery*</td>
</tr>
<tr>
<td>24. Records</td>
<td>myrelatives.com (<a href="http://www.myrelatives.com">www.myrelatives.com</a>)</td>
<td>Records</td>
</tr>
</tbody>
</table>
25. JewishGen (www.jewishgen.org): Ethnic heritage*
28. Eastman’s Online Newsletter (http://blog.eogn.com): Blog*
30. Tribal Pages (http://tribalpages.com): Family tree
32. Statue of Liberty Ellis Island (www.libertyellisfoundation.org): Records*
33. Steve Morse (http://stevemorse.org): Search engine*
34. Family Tree Magazine (www.familytreemagazine.com): Magazine
35. Legacy Family Tree (www.legacyfamilytree.com): Software
38. Fulton History (http://fultonhistory.com): Newspapers*
40. FamilyLink (www.familylink.com): Records
41. Death Indexes (www.deathindexes.com): Links*
42. Family Tree Webinars (www.familytrewebinars.com): Magazine
43. The Legal Genealogist (www.legalgenealogist.com): Blog*
44. Access Genealogy (www.accessgenealogy.com): Search engine*
45. ObituariesHelp.org (www.obituarieshelp.org): Links*
46. Historic Mapworks (www.historicmapworks.com): Records
47. Forever (www.forever.com): Services
50. One Great Family (www.onegreatfamily.com): Family tree
51. DNAeXplained (http://dna-explained.com): Blog*
52. RecordsBase (www.recordsbase.com): Records
53. Interment (http://interment.net): Cemetery*
54. Geneabloggers (www.geneabloggers.com): Blog*
55. Katagogi (www.katagogi.com): Forum*
56. Newspaper Obituaries on Net (http://newspaperobituaries.net): Links*
57. We Relate (www.werelate.org): Wiki*

* Free site

Ancestry.com and FindAGrave.com each had about 3.4 million monthly unique visitors in 2017.

Ancestry.com, the most-visited genealogy site, has 2.1 million paying subscribers, a number that has remained relatively constant for several years. About 4% of subscribers cancel every month, however – meaning roughly half the customer base turns over every year – because many stay active only while engaged in a research project. Members have created more than 70 million family trees and added more than 6 billion profiles. Annual revenue of The Generations Networks, which operates Ancestry.com and seven other sites, is $620 million.
33.3 Genetic Genealogy

Sequencing of the human genome opened the door to DNA testing as a tool for genealogical research. These tests characterize identifying genetic markers passed through maternal and/or paternal lineage. While the tests do not tell people precisely how they are related, those who match at multiple markers are almost certain to share a recent common ancestor. Close to a million people have taken a DNA genealogy test, according to estimates from companies that provide them.

Some basic tests are sold for about $99, a small fraction of what they might have cost a decade ago. Still, when dozens of relatives are tested, costs can add up for amateur genealogists.

As of January 2018, 5.3 million people had taken the AncestryDNA test.

33.4 Market Resources

American Society of Genealogists, 5337 Del Roy Drive, Dallas, TX 75229. (www.fasg.org)
34.1 Participation

The National Golf Foundation (NGF, www.ngf.org) provides the following assessment of golf participation in the United States:

- A total of 32 million people (age 6+) played golf – both on-course and off-course – in 2016. This includes 23.8 million people who played on a golf course and 8.2 million who participated solely in off-course golf activities such as driving ranges.
- The number of people (age 6+) who played on a golf course for the first time rose to 2.5 million in 2016, the highest increase in recent years. For comparison, there were 1.5 million beginners in 2011. The previous recorded high of 2.4 million was set in 2000.
- Among Millennials (ages 18–to-34), 6.2 million played golf on a course in 2016 and another 3.1 million were off-course participants.
- The junior golf population (ages 6-to-17) is 2.9 million, a number that has been relatively unchanged in recent years. Approximately 33% of junior golfers are girls, up from 17% in 1995, and 27% are non-Caucasian, an increase from 6% in 1995.
- There were approximately 5.8 million female golfers (age 6+) in 2016, an increase of 14% from five years prior. Of the industry’s consumer base, 24% of golfers are women.
- In 2016, 12.8 million non-golfers said that they are “very interested” in taking up the game, 15% higher than five years prior. Another 27.8 million people have said they’re “somewhat interested” in playing golf.
- An estimated 95 million people – one out of every three Americans age 6+ - played golf (on-course or off-course participation), watched the sport on television, or read about it, in 2016.

2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), assesses the number of people that played at least one round of golf as follows:

- 2008: 28.6 million
- 2009: 27.1 million
- 2010: 26.1 million
- 2011: 25.7 million
- 2012: 25.3 million
- 2013: 24.7 million
- 2014: 24.7 million
- 2015: 24.1 million
- 2016: 23.8 million

According to Golf Datatech (www.golfdatatech.com), approximately 450 million rounds of golf are played each year.
34.2 Spending

The National Golf Foundation estimates that golfers spend $19.7 billion on public and private green fees and dues each year. They spend $4.7 billion on equipment (clubs, balls, bags, gloves, shoes). Golfers spend about $26 billion a year on golf travel, 75% of which goes to the hotel, transportation, and food and beverage industries.

“Golf has a tremendous impact on the U.S. economy. Golf is roughly a $69 billion annual industry in the U.S.”

PGA of America

34.3 Golf Courses

At year-end 2017, there were 14,117.5 golf courses (includes regulation, executive and par-3 courses) in the U.S. (measured in 18-hole equivalents, meaning number of golf holes divided by 18), according to the NGF. There were 15,014 golf facilities in the U.S. (a facility is defined as a business location where golf can be played on one or more golf courses).

Golf facilities are distributed as follows:

- Daily fee: 8,737
- Private: 3,785
- Municipal: 2,492

The following are the states with the most facilities:

- Florida: 1,157
- California: 873
- Michigan: 777
- New York: 734
- Texas: 721

In 2016, there were 16 new golf course openings; 95 courses reopened after temporary closure for major renovation.

The following are the most significant trends in the golf course business (source: NGF):

- Prior to 2006, there was a 20-year expansion cycle where golf supply grew by 44%.
• Since 2006, there has been a cumulative contraction in golf course supply of 5.9%. This contraction has been disproportionately concentrated in value-priced courses (less than $40 greens fee).
• Investment in golf courses remains significant with major course renovations replacing new construction as the focus of investment. More than 950 major golf course renovations have been completed since 2006, representing an estimated total investment of $3 billion.
• Golf remains oversupplied, therefore a further balancing of supply and demand is expected to continue. In addition, strong commercial and residential real estate markets continue to create demand for course properties and some owners will accept offers as an exit strategy.

### 34.4 Top Golf Courses

*Golf* ranks the top golf course in the United States as follows:

1. Pine Valley (Pine Valley, NJ)
2. Cypress Point (Pebble Beach, CA)
3. Augusta National (Augusta, GA)
4. Shinnecock Hills (Southampton, NY)
5. Pebble Beach (Pebble Beach, CA)
6. Oakmont (Oakmont, PA)
7. National Golf Links of America (Southampton, NY)
8. Merion East (Ardmore, PA)
9. Sand Hills (Mullen, NE)
10. Pinehurst No. 2 (Pinehurst, NC)

Golf Digest ranked the following as the top U.S. golf courses in its 2017/2018 biennial ranking:

1. Pine Valley (Pine Valley, NJ)
2. Augusta National (Augusta, GA)
3. Cypress Point (Pebble Beach, CA)
4. Shinnecocck Hills (Southampton, NY)
5. Oakmont Country (Oakmont, PA)
6. Merion East (Ardmore, PA)
7. Pebble Beach (Pebble Beach, CA)
8. National Golf Links of America (Southampton, NY)
9. Sand Hills (Mullen, NE)
10. Winged Foot (West, Mamaroneck, NY)

The following is a link to *Golf*’s 2017-2018 biennial ranking of the Top 100 Courses in the U.S.:

The following is a link to *Golf Digest’s* America’s 100 Greatest Golf Courses:
www.golfdigest.com/gallery/americas-100-greatest-golf-courses-ranking:

### 34.5 Market Resources

Golf Datatech, 1118 Massachusetts Avenue, Suite 2, St. Cloud, FL 34769.  (888) 944-4116.  (www.golfdatatech.com)

National Golf Foundation, 501 N. Highway A1A, Jupiter, FL 33477.  (561) 744-6006.  (www.ngf.org)
35

HIKING

35.1 Overview

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), the following number of people hiked at least once during the year:

- 2012: 34.5 million
- 2013: 34.4 million
- 2014: 36.2 million
- 2015: 37.2 million
- 2016: 42.1 million
- 2017: 44.9 million

35.2 Hiking Trails

The backwoods of America abound with an estimated one million regional trails and footpaths.

Trails (www.trails.com) annually ranks the best trails in the United States. Over 10 million votes for top hiking trails were cast online to rank the top trails in 2018, as follows:

- Breakneck Ridge Trail (Beacon, NY)
- Jordan Pond Path (Northeast Harbor, ME)
- Glacier Gorge (Estes Park, CO)
- Half Dome (Yosemite, CA)
- Angels Landing, Zion National Park (Springdale, UT)
- Havasu Canyon (Seligman, AZ)
- Deep Creek (Hesperia, CA)
- Eagle Rock Loop (Glenwood, AR)
- Camelback Mountain, Summit Trail (Paradise Valley, AZ)
- Bear Mountain (Salisbury, CT)
- Arethusa Falls Trails (North Conway, NH)
- Mount Whitney (Lone Pine, CA)
- Mount Tammany (Jacksonburg, NJ)
- Bright Angel Trail (Grand Canyon, AZ)
- Old Rag (Syria, VA)
- Big Walnut Creek Nature Preserve, Tall Timbers Trail (Bainbridge, IN)
- Bear Mountain Loop (Highland, NY)
• South Kaibab Trail to Bright Angel Campground (Grand Canyon, AZ)
• Brasstown Bald, Wagon Train Trail (Blairsville, GA)
• Ganier Ridge Loop (Brentwood, TN)
• Alum Cave Bluffs (Gatlinburg, TN)
• Mount Major (Laconia, NH)
• Slide Mountain Loop (Pine Hill, NY)
• Virgin Falls Trail at Virgin Falls State Natural Area (Sparta, TN)
• Peninsula to Olds Hollow Trail (Zaleski, OH)
• Eagle Creek Trail to Wahtum Lake (Dodson, OR)
• Van Hoevenberg Trail (Lake Placid, NY)
• Boynton Canyon (Sedona, AZ)
• Cross Timbers Trail (Dallas, TX)
• Mount Marcy, New York Highpoint (Lake Placid, NY)
• Verde Hot Spring (Strawberry, AZ)
• Uwharrie National Forest (Troy, NC)
• James H. “Sloppy” Floyd State Park Trails (Summerville, GA)
• Chain Lakes (Scenic, WA)
• Old Rag (Sperryville, VA)
• Mount Le Conte via Rainbow Falls and Bull Head (Gatlinburg, TN)
• Blue Mountain Trail (Blue Mountain Lake, NY)
• Enchanted Rock (Austin, TX)
• The Narrows of Zion Canyon, Zion National Park (Springdale, UT)
• High Shoals Scenic Area Trail (Hiawassee, GA)
• Blue Lake (Ward, CO)
• Olympic Hot Springs (Port Angeles, WA)
• Courthouse Rock and Double Arch (Slade, KY)
• Mount Mansfield-Sunset Ridge Trail (Jericho, VT)
• Matson Hill Park (Augusta, MO)
• New River Trail State Park (Galax, VA)
• Kalalau Trail on Na Pali Coast Kee Beach to Hanakapiai Beach (Lihue, HI)
• Charlestown State Park (Madison, IN)
• Deer Creek Canyon Park (Morrison, CO)
• Blue Hills Reservation (Milton, MA)
• Wildlands Loop, Gunpowder Falls State Park (Baltimore, MD)
• Glen Helen Loop Trail (Yellow Springs, OH)
• McKee-Beshers Wildlife Management Area (Poolesville, MD)
• Mount Mitchell, Mileposts 344.1-355.3 (Asheville, NC)
• Big Santa Anita Loop, Mt. Zion Loop (Arcadia, CA)
• Canyon Creek Lakes and L Lake (Weaverville, CA)
• Guadalupe Peak (Salt Flat, TX)
• Harney Peak, South Dakota Highpoint (Custer, SD)
• The Superior Hiking Trail (Two Harbors, MN)
• North-South Lake loop (Haines Falls, NY)
• Black Mountain Loop (Lake George, NY)
• Enchantment Lakes (Leavenworth, WA)
• Mount Avalon (Carroll, NH)
• Gunpowder Falls North and South Loop (Hereford, MD)
• Rocky Point (Port Jefferson, NY)
• The Weir Preserve (Wilton, CT)
• Bright Angel Trail to Bright Angel Campground (Grand Canyon, AZ)
• Peralta Trail (Apache Junction, AZ)
• Cowles Mountain (La Mesa, CA)
• Crabtree Falls-Milepost 27.2 (Tyro, VA)
• Mount Katahdin via the Knife Edge (Millinocket, ME)
• Harding Icefield (Seward, AK)
• Mount Lafayette/Mount Lincoln, Bridle Path Loop (Littleton, NH)
• Shades State Park (Crawfordsville, IN)
• Lost Valley Trail (Weldon Spring, MO)
• Cuivre River State Park (Troy, MO)
• Lincoln Conservation Land, Mount Misery (Lincoln, MA)
• Chimney Tops (Gatlinburg, TN)
• Bagby Hot Springs (Estacada, OR)
• Angels Landing (Springdale, UT)
• Coalton Trail (Superior, CO)
• Blood Mountain Trail (Hood, GA)
• Table Rock State Park (Greenville, SC)
• Mission Trails Regional Park - Combined Trails Loop (La Mesa, CA)

A list of top national hiking trails is provided at www.rkma.com/HikingTrails.pdf.
36

HISTORICAL REENACTING

36.1 Overview
An estimated 250,000 adults, possibly even more, participate in historical reenactments as a hobby. Most are “farbs,” or amateurs who spend relatively little of their time or money maintaining authenticity with regard to uniforms, accessories, and period behavior. “Mainstream” reenactors make an effort at appearing authentic; reenactors that strive for strict authenticity are dubbed “progressive.” There are about 30,000 mainstream and progressive reenactors, a drop from 50,000 in 2000, according to Gigi Douban, a news director at National Public Radio. Progressive reenactors generally seek an immersive reenacting experience, trying to live, as much as possible, as someone of the 1860s might have. This includes eating seasonally and regionally appropriate food, sewing inside seams and undergarments in a period-appropriate manner, and staying in character throughout an event.

Historical reenactments are staged at festivals and living history farms and museums. Some reenactors serve as extras for movies and television programs.

36.2 Living History
Living history hobbyists reenact life and culture dating from colonial times to the early 20th century. Dressed in period attire, they practice activities such as blacksmithing, dressmaking, farming, husbandry, and quilting.

Many early American villages and communities across the U.S. have been preserved or reconstructed. Most offer reenactments of life as it existed when the communities were active.

Living history farms demonstrate agricultural practices dating from colonial times to the early 20th century. They typically offer demonstrations and many offer interaction with farm animals.

The largest living history museum is Colonial Williamsburg (www.history.org), a recreation of Virginia’s 18th century capital. Reenactments include events leading to the settlements Jamestown and Williamsburg, a fife and drum parade, demonstrations of period crafts, and more. The staff of 3,500 at Colonial Williamsburg includes reenactors, historical interpreters dressed in period garb, and practitioners of 18th century trades in recreated shops. Colonial Williamsburg hosts approximately 750,000 visitors annually.

The following links to a list of living history museums with reenactments:
www.rkma.com/LivingHistoryMuseums.pdf
36.3 Military Reenactments

Hundreds of organized groups throughout the United States research and reenact events from military history. The following are types of reenactments:

- Classical (Greco-Roman)
- Medieval
- Renaissance
- American Revolutionary War
- American Civil War
- War of 1812
- World War I
- World War II

According to Bill Christen, editor and publisher of the quarterly *The WatchDog*, there are about 50,000 military history reenactors in the U.S.

Participants in reenactments make a significant financial commitment to their pastime. The cost to outfit a soldier is $1,200 to $2,000, including uniform and a rifle.

Civil War reenactments are common across the South, with events held in Alabama, Florida, Georgia, Louisiana, Mississippi, South Carolina, and Virginia. According to *Camp Chase Gazette*, the leading publication in the field, there are about 150 civil war reenactments each year.

The annual Battle of Gettysburg reenactment is considered the benchmark for such events, with an estimated 30,000-plus players and 50,000 spectators.

The Civil War Trust posts a calendar of reenactments at www.civilwar.org/events.

36.4 World War Reenactments

Approximately 30 World War I and II reenactments are held each year. The following is a list of prominent events: www rkma com WorldWarReenactments pdf.

Reenactor.net is a social networking site for World War I reenactors.

*World War II Re-enactors Magazine* (www.reenactingww2.co.uk) serves the community of World War II reenactors worldwide.

36.5 Market Resources

Living History Association, P.O. Box 1389, Wilmington, VT 05363. (802) 368-7913. (www.livinghistoryassn.org)

Living History Reenactment Association (www.lhrareenacting.com)

Reenacting Fest and Trade Fair (http://reenactorfest.com)
37.1 Overview
People with an interest in history are often dubbed ‘history buffs.’ Most history buffs focus their interest on a specific period of time, person, or place.

According to the Survey of Public Participation in the Arts, by the National Endowment of the Arts (www.arts.gov), 24.9% of U.S. adults visit a historic site each year. The demographics of U.S. adults visiting historic sites are as follows:

**Gender**
- Female: 52.8%
- Male: 47.2%

**Age**
- 18-to-24: 11.2%
- 25-to-34: 18.2%
- 35-to-44: 20.1%
- 45-to-54: 22.0%
- 55-to-64: 16.5%
- 65-to-74: 8.5%
- 75 and over: 3.4%

According to a survey by the U.S. Travel Association (www.ustravel.org) and Smithsonian, 81% of U.S. adults who traveled in the previous year, or 118 million people, are considered historic/cultural travelers. These travelers reportedly spend 36% more (excluding cost of transportation) on historic/cultural trips compared to the average U.S. traveler, making historic/cultural travelers a lucrative market for destinations and attractions.

37.2 Historical Societies
There are over 4,500 historical societies and preservation organizations in the U.S. and Canada. A directory of these organizations is available at www.preservationdirectory.com/preservationorganizationsresources/organizationcategories.aspx.
37.3 Historic Sites

Most historic sites are operated by the National Park Service, state park services, or local governmental agencies. There also are some privately operated historic sites. According to IBISWorld (www.ibisworld.com), there are 2,190 privately operated historic sites in the United States; combined revenue is $894 million.

37.4 Best Cities For History Buffs

According to Travel + Leisure, America’s Best Cities for history buffs are as follows:

1. Washington, DC       11. Honolulu, HI
6. Providence, RI        16. Pittsburgh, PA
7. Baltimore, MD         17. Minneapolis/Saint Paul, MN
9. Albuquerque, NM       19. Houston, TX
10. Atlanta, GA          20. Portland, ME

37.5 Civil War History

Over a million adults have sufficient interest in civil war history that they regularly visit battle sites, participate in or watch reenactments, and subscribe to periodicals about the civil war. America’s Civil War, Civil War Quarterly, Civil War Times, and The Civil War Monitor are popular magazines for Civil War buffs.

37.6 Market Resources

American Historical Association, 400 A Street SE, Washington, DC 20003. (202) 544-2422. (www.historians.org)


National Trust for Historic Preservation, 2600 Virginia Avenue NW, Suite 1100, Washington, DC 20037. (202) 588-6000. (www.savingplaces.org)
38.1 Hobby Farmers

For hobby farmers, raising livestock and tending the land is essentially a leisure endeavor; most hobby farmers earn their living in other professions. Most are rural enthusiasts who live on small-acreage properties. They include homesteaders as well as those living in rural areas near larger suburban areas. Some hobby farmers raise traditional livestock, like cows, horses, goats, pigs, and chickens, or yield common crops using conventional methods. Others prefer specialities, like raising alternative livestock such as alpacas, emus, Scotch Highland cattle, and other rare breeds, or growing organic produce or plants using heritage seeds. With the ever-increasing attention (and concerns) given to where and how food is produced, hobby farming is of particular appeal to those who want more control over their food source.

There are probably close to one million hobby farmers in the U.S., possibly even more. A survey by the Ohio Cooperative Extension Service found 61% of the farmers in the state worked part-time off the farm. Applying that statistic to the 2.13 million farms in the U.S. suggests there are about 1.3 million hobby farmers.

The Census of Agriculture is published by the Department of Agriculture (USDA, www.usda.gov) every five years. The 2012 Census of Agriculture, published in 2014, identified 826,558 farms in the U.S. that generate less than $2,500 in annual sales and an additional 436,494 that have revenue of less than $10,000. It is assumed that the majority of these are hobby farms. The 2017 Census of Agriculture will be published in 2019.

The USDA reported that among 2.1 million principal farm operators, 52% say their primary occupation is something other than farming.

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“Small-time farming is more a lifestyle than a business.”

Forbes

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38.2 Farm Visits

There are many opportunities for people to participate in farming without actually owning a farm.

Created in 1971, World Wide Opportunities on Organic Farms (WWOOF, www.wwoof.org) gives guests the opportunity of a farm stay to learn firsthand where their food comes from. Host farms represent an incredible range of business models and industries, from urban gardens to off-grid rural homesteads, cheesemakers to cattle ranchers, market producers to retreat centers.

The U.S. Travel Association (USTA, www.ustravel.org) estimates that between 20% and 40% of farms in the U.S. are open to the public, at least occasionally.

Two online directories (www.agritourismworld.com and www.ruralbounty.com) list farms and ranches open to the public across the United States.

According to the National Survey on Recreation and the Environment, by the Outdoor Recreation Resources Review Commission (www.orrc.com), 63 million Americans visit farms annually.

38.3 Beekeeping

According to the National Honey Board (www.honey.com), there are 115,000 to 125,000 beekeepers in the United States. The vast majority are hobbyists with less than 25 hives. Commercial beekeepers are those with 300 or more hives. There are 2.6 million U.S. honey bee colonies producing honey (based on beekeepers who manage five or more colonies).

38.4 Backyard Chickens

The raising of chickens on urban, suburban, and small town residential lots has become increasingly popular.

Most cities that allow chicken farming limit the number to four or six per household, and do not allow roosters because of the noise.

Many local governments have warmed to the idea of backyard chickens and even encourage residents to set up coops. Modern Farmer recognized the following cities for their outstanding urban-chicken programs:

- Austin, TX
- Boston, MA
- Chicago, IL
- Milwaukee, WI
- Seattle, WA
- Somerville, MA
“Somehow or other, it has become the mark of twenty-first century urban hipness to keep a bunch of birds out back. We’re mostly talking hens. Exact numbers are unavailable, but the trend has become popular enough for dozens of major cities to revise their animal ordinances, thereby opening the legal floodgates for the emergence of urban animal agriculture, an endeavor that most American cities legislated out of existence back in the nineteenth century. This renaissance of foodie affection for the uber-local egg has also inspired its share of outlandish rhetoric. Says the mayor of Madison, Wisconsin: ‘Chickens are really bringing us together as a community’.”

Forbes
HOLIDAY FESTIVITIES

39.1 Overview

Holidays give people time away from their normal routines and holiday festivities provide many options for leisure.

In a Harris Poll (www.theharrispoll.com), adults identified their favorite holiday as follows (percentage of respondents):

- Christmas: 46%
- Thanksgiving: 19%
- Halloween: 9%
- Independence Day: 5%
- Easter: 3%
- New Year’s: 2%
- Memorial Day: 1%
- Birthdays: 1%
- Labor Day: 1%
- Valentine’s Day: 1%

This chapter assesses festivities for 14 holidays, as follows:

- New Year’s: January 1
- Martin Luther King Jr. Day: third Monday of January
- Valentine’s Day: February 14
- Mardi Gras: last day before the fasting season of Lent
- St. Patrick’s Day: March 17
- Easter: first Sunday after Vernal Equinox (April or May)
- Cinco de Mayo: May 5
- Memorial Day: the last Monday of May
- Independence Day: July 4
- Labor Day: the first Monday in September
- Oktoberfest: late September to the first weekend in October
- Halloween: October 31
- Thanksgiving: the fourth Thursday in November
- Christmas: December 25
39.2 New Year’s

Surveys find that approximately one-third of adults go out to celebrate New Year’s Eve; about 66% celebrate at home. Festivities include fireworks; galas at restaurants and hotels are popular.

WalletHub (www.wallethub.com) compared the 100 biggest cities based on 25 key indicators of an epic New Year’s Eve celebration. The best cities for New Year’s Eve celebrations in 2018 were as follows:

1. New York, NY
2. Orlando, FL
3. Atlanta, GA
4. Los Angeles, CA
5. San Francisco, CA
6. San Diego, CA
7. Chicago, IL
8. Miami, FL
9. Washington, DC
10. Las Vegas, NV

The best-known New Year’s Eve celebration is the Times Square Ball Drop in New York City. It is attended by at least one million spectators yearly and enjoys a national television audience on several of the United States’ major broadcast television networks along with coverage on several major cable networks. Approximately a billion people worldwide watch the famous ball drop on television and over the Internet.

Many other cities host major New Year’s Eve extravaganzas, including the following:

Anaheim, CA and Orlando, FL
- New Year’s Eve is traditionally the busiest day of the year at Disneyland and Walt Disney World Resort. The parks stay open late and the usual nightly fireworks are supplemented by an additional New Year’s Eve-specific show at midnight.

Atlanta, GA
- Fireworks, music, and a giant peach ring in the New Year at the annual Peach Drop, held at Underground Atlanta.

Boston, MA
- First Night Boston, the oldest and largest alcohol-free alternative New Year’s Eve celebration in the U.S., offers festivities, exhibits, and 250 performances. The event, held at several locations throughout the city, attracts more than one million people. Free outdoor offerings include a parade and ice sculptures.

Denver, CO
- Denver’s First Night Colorado is a family-oriented, alcohol-free celebration at the Colorado Convention Center.
Key West, FL
• Capitalizing on its quirky culture, Key West is famous for its funky “drop” traditions, which include the conch-shell drop at Sloppy Joe’s, the descent of Sushi the drag queen in her signature 8-foot high-heel red shoe on Duval Street, and the dropping of the pirate wench from a ship’s mast at Schooner’s Wharf.

Las Vegas, NV
• New Year’s Eve is the biggest celebration of the year in Las Vegas, and over 300,000 people transform the Las Vegas Strip into a giant street party. The Strip is car-free for the night; there are numerous fireworks displays, laser shows, and live bands. Nightclubs and bars throughout the city host parties.

Miami, FL
• MSN and USA Today rank Miami as “One of the Top Places in the World to Ring in the New Year.” The fireworks display at Bayfront Park is the largest among several dozen seen across the city’s skyline. The Big Orange make its grand descent in the final minutes of year.

New Orleans, LA
• New Orleans erupts with festivities as the Fleur de Lis drops from the roof of Jax Brewery on Jackson Square as the clock strikes midnight. Fireworks displays cascading over the Mississippi River last 15 minutes. Parties in the French Quarter last until the sun comes up.

San Francisco, CA
• Every year over 150,000 people watch the fireworks set off over the Bay Bridge from the Embarcadero. The Exotic Erotic New Year’s Eve Ball has guests in costumes; some wear nothing at all. New Years is also celebrated in San Francisco outside on the streets of the various neighborhoods that make this city unique.

The Tournament of Roses Parade (www.tournamentofroses.com), better known as the Rose Parade, is held annually on New Year’s Day and dates to 1890. The parade is watched in person by up to one million spectators on the parade route in Pasadena, California, and is broadcast on multiple television networks in the United States (ABC holds the official contract, but because it is a public parade, other networks are allowed to produce their own coverage). The parade is also broadcast in more than 200 international territories and countries.

39.3 Martin Luther King Jr. Day
• Among the 10 official holiday’s in the United States, Martin Luther King Jr. Day is the least commercial and has [so far] evolved most true to its intent of being a day with serious purpose.
Commemorating Dr. King, the highlights of the day in many cities across the U.S. are the Martin Luther King Jr. Day Parades that attract visitors from all over the world. In 2018, the selection of the top Martin Luther King Parades by Top Events USA (www.topeventsusa.com) was as follows:

• Annual Elite News Martin Luther King Jr. Day Parade (Dallas, TX)
• Dr. Martin Luther King Jr. Parade (Baltimore, MD)
• Kingdom Day Parade (Los Angeles, CA)
• Martin Luther King Day Parade and Festival (San Diego, CA)
• Martin Luther King Jr. Grande Parade (Houston, TX)
• Martin Luther King March & Rally (Atlanta, GA)

Lasting over 2 hours and attracting more than 300,000 participants and spectators, the MLK Grande Parade in Houston is the largest annual parade in the U.S. celebrating and memorializing the civil rights leader.

In Dallas, the Annual Elite News Martin Luther King Jr. Day Parade attracts more than 250,000 attendees each year.

39.4 Valentine’s Day

A survey conducted for the National Retail Federation (www.nrf.com) by Prosper Insights & Analytics (www.goprosper.com) assessed that $18.2 billion was spent for Valentine’s Day in 2017. Fifty-four percent (54%) of people celebrated with their loved ones, spending on average $137 for candy, cards, dinner, and more.

According to the National Restaurant Association (www.restaurant.org), Valentine’s Day is the second most popular day of the year to dine out, trailing only Mother’s Day. About 30% of adults dine out on Valentine’s Day.

A survey by Zagat (www.zagat.com) found 43% of couples dine out for Valentine’s Day.

Out of the seven major gifting holidays, Valentine’s Day is the third most widely gifted holiday, trailing only Christmas (96%) and Mother’s Day (74%).

Consumers purchase more than 175 million roses for Valentine’s Day, according to the Society of American Florists (www.safnow.org).

39.5 Mardi Gras

Literally translated, Mardi Gras means “fat Tuesday” and was so called because it represented the last opportunity for merrymaking and excessive indulgence in food and drink before the solemn season of fasting. In the cities of some Roman Catholic countries the custom of holding carnivals for Mardi Gras has continued since the Middle Ages. The carnivals, with spectacular parades, masked balls, mock ceremonials, and street dancing, usually last for a week or more before Mardi Gras itself. New Orleans ranks with Rio de Janeiro, Nice, and Cologne as the most celebrated Mardi Gras worldwide.
New Orleans’ pre-Lent carnival remains the grandest of all in the U.S. No tickets are required for New Orleans’ Mardi Gras, which offers 52 official Mardi Gras parades. The economic impact is high because the celebration lasts 17 days, not just one day. According to Mardi Gras Magazine, Mardi Gras has an economic impact on New Orleans of nearly $1 billion every year. An economic study by the University of New Orleans puts the economic impact of Mardi Gras at $500 million.

In Alabama, Mobile began Mardi Gras in 1710, and traditional celebrations date to 1830. According to the Mobile Carnival Association, $1.5 million is spent for Carnival season costumes, bands for 63 organizations cost $600,000 annually, and decorating for lavish balls costs $350,000.

The following are other prominent Mardi Gras celebrations:
- Annual Mardi Gras Ball (San Francisco, CA)
- Brazilian Carnaval (Long Beach, CA)
- Fasching Carnival (Helen, GA)
- Gaslamp District Mardi Gras (San Diego, CA)
- Mainstrasse Mardi Gras (Covington, KY)
- Mardi Gras Carnivale (Philadelphia, PA)
- Mardi Gras in Biloxi (Biloxi, MS)
- Mardi Gras in Cajun Country (Lafayette, LA)
- Mardi Gras of Imperial Calcasieu (Lake Charles, LA)
- Mardi Gras! Galveston (Galveston, TX)
- Soulard Mardi Gras (St. Louis, MO)
- Universal Studios Mardi Gras (Orlando, FL)

39.6 St. Patrick’s Day
Consumers spend an estimated $2 billion for St. Patrick’s Day, according to the National Retail Federation, primarily on food, beverages, and decorations.

A survey by Vouchercloud.net, a retail website, assessed spending significantly higher, at $3 billion, of which 35% is spent going to a bar or nightclub and 32% was spent hosting or attending a party.

“The morning after St. Patrick’s Day can sometimes be more expensive than the previous night of revelry, depending on the severity of one’s hangover.”

*Market Watch*
Euromonitor (www.euromonitor.com) estimates spending for hangover remedies at $695 million. About 85 million adults celebrate the holiday. More than 15 million people decorate their home or office in celebration of St. Patrick’s Day. About 32% of those celebrating (27 million people) top off the evening by making a special dinner. And about 13 million people attend a private party.

An estimated 20 million people celebrate the holiday at a restaurant or bar. Many restaurants on St. Patrick’s Day serve green beer and feature traditional Irish dishes. To recreate a true Irish pint of stout, some pubs install a special pour system that improves the creaminess.

More than 100 major parades are held in honor of the Irish holiday throughout the United States. In many cities, the St. Patrick’s Day parade is the largest of the year. The following are some major parades and celebrations for St. Patrick’s Day:

**Alexandria, VA**
- The St. Patrick’s Day Parade at Old Town Alexandria is held the second weekend prior to the 17th, making it the earliest major celebration in the country. The parade, with its combination of marching bands, bagpipes, clowns, cars, and floats, lasts two hours.

**Atlanta, GA**
- Atlanta is the 7th largest Irish heritage city in North America, with nearly 25% of the city’s residents claiming Irish descent. The annual St. Patrick’s Day Family Festival, taking place at Underground Atlanta, is highlighted with performances by local Irish dance schools, live music by Celtic bands, and vendors selling everything from t-shirts and shamrock hats to kitschy Irish souvenirs.

**Boston, MA**
- Boston’s St. Patrick’s Day celebration is the second largest in the country. More than 36 bands populate the South Boston St. Patrick’s Day Parade, converging from areas including Florida, Pennsylvania, Ireland, and Scotland. Along with legions of color guards, kiltie bands, majorettes, Clydesdales, and politicos, the route is ridden by more than 50 naval officers from a ship docked on Southie’s waterfront. The parade attracts more than 650,000 revelers.

**Chicago, IL**
- The City of Chicago boasts two St. Patrick’s Day parades, including Forever Green, a charitable event celebrating its 44th year in 2018. The event takes place in the Grand Ballroom of Navy Pier. Chicagoans also celebrate St. Patrick’s Day in grand style by dyeing the Chicago River a bright Kelly green.

**Denver, CO**
- Denver marks St. Patrick’s Day with the annual St. Paddy’s Day 5K Run. Approximately 3,000 people run for the mythical gold at the end of the rainbow –
this case more like bragging rights and good parties at pubs and restaurants throughout the city.

**Henderson, NV**
- The local St. Patrick’s Day parade moved in 2005 from its traditional home on Las Vegas’ Fremont Street to Water Street in downtown Henderson. The 2018 event, the 51st Southern Nevada Sons of Erin St. Patrick’s Day Parade & Festival, included four days of holiday celebrations with a carnival, festival, car show, and live entertainment.

**Kansas City, MO**
- Kansas City’s largest single-day event is the annual St. Patrick’s Day Parade, colorfully illustrated by dozens of floats, drill teams, bands, and equestrian teams. Covering a 30-block corridor from Crown Center into the heart of the downtown district, the event has grown since 1973 into one of the country’s largest displays of Irish pride. Crowds are estimated at 400,000.

**New York, NY**
- The largest St. Patrick’s Day gathering is New York’s St. Patrick’s Day Parade. There are typically about 150,000 marchers in the parade, a number that is eclipsed by the estimated two million spectators.

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“The American version is often bigger than and brasher than the original. The St. Patrick’s Day parades in New York attract more spectators than the entire population of Dublin.”

*The Economist*

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**Portland, OR**
- In Portland, celebration at Kells Pub and Restaurant, which has been running its Irish Festival since the late 1980s, has become a venerable tradition. Every year on St. Patrick’s Day – plus the nearest weekend – the pub bursts at the seams with revelers that spill out into tents behind the establishment and across the street. For four days, the two tents and Kells itself become Portland’s mini-Ireland for the city’s biggest St. Patrick’s festival. The tents host one musical act after another, including local bands and Irish musicians.
San Antonio, TX
• One of San Antonio’s annual St. Patrick’s Day tributes to Ireland and Texans of Irish descent is the Dyeing O’ the River Green Parade. As a half-mile stretch of the San Antonio River undergoes a striking transformation, riverside spectators join the fun as colorfully decorated river barges ferry green clad celebrants to the end point of the parade at La Villita’s Arneson Theatre.

San Diego, CA
• In San Diego, the traditional sounds of Ireland fill Copley Symphony Hall as the San Diego Symphony accompanies a variety of Irish-themed performers.

Savannah, GA
• According to the Savannah Area Convention & Visitors Bureau, 500,000 to 700,000 revelers attend the annual parade. There are no economic impact figures, but it is the busiest time of the year for most of the city’s downtown retailers, restaurants, hotels, and bars.

Seattle, WA
• Seattle, the official sister city of Galway, Ireland, hosts the annual Seattle Irish Festival. A performing stage runs continuous entertainment featuring local groups that deliver a true sampling of Irish music. Seattle also hosts the 3.5-mile St. Patrick’s Day Dash; a post-race party includes a beer garden.

St. Louis, MO
• The St. Patrick’s Day Parade in St. Louis probably brings more people to downtown in one day than any other yearly celebration in the city, including Cardinals games. In 2018, some 350,000 revelers converged around Market Street and the immediate vicinity for the 50th annual procession.

When March 17th falls on a weekday, celebrations take place on the prior and following weekend as well.

It is interesting to note that the first St. Patrick’s Day parade was not held in Ireland, but in New York City in 1766.

39.7 Easter
Easter is the sixth most popular holiday or occasion to dine out, after birthdays, Mother’s Day, Valentine’s Day, Father’s Day, and New Year’s. According to the National Restaurant Association, 13% of Americans dine out on Easter Sunday.

Easter is celebrated with parades, festivals, and egg hunts. The following is a sampling of Easter activities held throughout the United States:

Asheville, NC
• Egg hunts are held on the front lawn of the Biltmore Estate for children ages 2-to-9.
The celebration also includes a magic show, music, children’s crafts, and visits from the Easter Bunny.

Cincinnati, OH
• At Cincinnati Zoo’s Easter Celebration, the zoo’s residents search for Easter eggs made of painted honeydew melons and colorful blocks of ice while visitors search for candy at treat stations.

New York, NY
• There are no floats or marching bands at the Annual Easter Parade in New York City, a perennial favorite; this annual event focuses on colorful costumes and bonnets.

Oakland, CA
• At Dunsmuir Historic Estate visitors to An Old-Fashioned Easter Celebration participate in egg hunts and egg decorating, tour the mansion, and visit with the Easter Bunny.

Richmond, VA
• Easter on Parade, an annual street festival on Monument Avenue, features live music, clowns, jugglers, crafts, and food.

Salt Lake City, UT
• At Hogle Zoo’s Egg Hunt Easter Celebration, the Easter Bunny hands out treats to children and guests who watch the zoo’s animals receive papier-mâché Easter eggs filled with the animal’s favorite treats.

San Francisco, CA
• Union Street Easter Parade & Spring Celebration includes an Easter bonnet contest, a climbing wall, costumed characters, a petting zoo, and pony rides.

39.8 Cinco de Mayo
Cinco de Mayo has become big business in the United States. Although most do not know the significance of May 5, 1862, when a small Mexican force defeated a much larger French contingent in the Battle Puebla, millions celebrate the day.

According to the Chicano Studies Research Center at UCLA, the United States celebrates Cinco de Mayo on a much larger scale than in Mexico. The holiday was adopted by Americans from Chicanos living in towns along the Mexican border. Unlike in Mexico, where the holiday is observed with solemn restraint, Americans celebrate it with much fanfare.

U.S. consumers spend an estimated $1 billion during Cinco de Mayo weekend on everything form barbecues to amusement park visits and music festivals, according
There is as much as $500 million in increased spending at supermarkets for the occasion. Some major league baseball teams increase revenues by $1 million per game when the holiday falls on a weekend.

More than 500 cities across the U.S. have official Cinco de Mayo celebrations, according to The Business of Holidays. Los Angeles, for example, sponsors Fiesta Broadway, which attracts 500,000 visitors every year, along with 130 sponsors. Thousands attend the annual Cinco de Mayo parade in Chicago’s South Side neighborhood of Pilsen. In Saint Paul, Minnesota, the Cinco de Mayo festival is one of the city’s largest, attracting more than 75,000 visitors.

### 39.9 Memorial Day

Memorial Day weekend is observed throughout the United States with concerts, ceremonies, festivals, performances, and more. The following are some of the celebrations:

**Atlanta, GA**
- The annual 31-day Atlanta Jazz Festival features world renowned jazz artists plus activities throughout the Metro Atlanta area and culminates during Memorial Day weekend with a free festival of dazzling performances in Piedmont Park. Also in the Atlanta area are Memorial Day Weekend Salute to the Troops at Stone Mountain Park and Memorial Day at Callaway Gardens.

**Honolulu, HI**
- One of the most meaningful Memorial Day events is the Lantern Floating Ceremony in Honolulu. Guests are given paper lanterns and a little boat to float the lit lanterns into the water from the beach. At sunset, thousands of these little lights are a reminder of the lives that were lost during past conflicts, an especially moving way to celebrate Memorial Day.

**Indianapolis, IN**
- The running of the Indianapolis 500 has become synonymous with the Memorial Day weekend. The race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately $340 million.

**Little Rock, AR**
- Held Memorial Day weekend and attracting more than 250,000 visitors, Riverfest is Arkansas’s premier music and arts festival. The weekend long event includes bands performing on five stages, a KidZone area with crafts and entertainment, and fireworks over the Arkansas river on Sunday night.

**Miami, FL**
- Miami’s Urban Beach Week focuses primarily on African-American culture and music. The streets and beaches are crowded with up to 350,000 people, while many venues host live music from popular musicians and DJs. Parties are hosted
on boat cruises as well as at Miami’s numerous nightclubs. The Best of the Best Concert, an all-day music festival featuring reggae artists and Caribbean music, is the crowning event for the weekend.

New York, NY
• Among the most popular Memorial Day festivals is Fleet Week in New York City, where members of the U.S. Armed Forces arrive on ships parading down the Hudson River. One of the most well-known Memorial Day ceremonies is held on the USS Intrepid at Pier 86; the ceremony includes the unfurling of a 100-foot flag, a rifle salute, and a military fly-over. Countless parties and events are held in the city during the week before Memorial Day.

Washington, DC
• Perhaps the best-known of Memorial Day ceremonies is the ceremony at Arlington National Cemetery. The service is held at the Tomb of the Unknown Soldier and includes music, speeches, and a wreath-laying ceremony, with thousands of people attending each year whether they have family members serving in the military or simply want to honor those killed in action. The President frequently delivers the Memorial Day Speech at Arlington National Cemetery; several hundred thousand people attend the ceremony. Also in Washington are the National Memorial Day Concert, the National Memorial Day Parade, and numerous other events.

39.10 Independence Day

According to the National Retail Federation, more than 85% of consumers celebrate Independence day. The following are estimates of participation in various activities:

• Picnic or cookout: 125 million (57% of adults)
• Watch fireworks: 85 million (38% of adults)
• Go to a parade: 20 million (9% of adults)
• Travel or go on vacation: 20 million (9% of adults)

Festivities generally center on fireworks displays. Condé Nast Traveler and Travel Channel rated the following Independence Day fireworks displays as the best across the U.S.:

• Annual Macy’s 4th of July Fireworks (New York, NY)
• Boston Pops Fireworks Spectacular (Boston, MA)
• Do A.C. 4th of July Fireworks (Atlantic City, NJ)
• Fair Saint Louis (St. Louis, MO)
• Freedom Over Texas (Houston, TX)
• Go 4th on the River and Barges Battle on the Mississippi (New Orleans, LA)
• Independence Day at Navy Pier (Chicago, IL)
• July 4th Celebration at the Pier (San Francisco, CA)
• Kaboom Town! (Addison, TX)
• Let Freedom Sing (Nashville, TN)
• Lights on the Lake (South Lake Tahoe, CA)
• National Mall Independence Day Celebration (Washington, DC)
• Wawa Welcome America! (Philadelphia, PA)

The following are highlights of some of the annual Independence Day festivities:

Addison, TX
• Kaboom Town! is the biggest tourist event of the year in Addison. Home to 19,000 residents, 500,000 people swell the Dallas suburb on Independence Day. An airshow by the Cavanaugh Flight Museum precedes the fireworks display.

Atlantic City, NJ
• In Atlantic City, around 10,000 fireworks erupt from three separate spots – two barges and a marina platform – to provide a 360° show. More than 250,000 spectators watch the display.

Boston, MA
• Boston’s Harborfest features more than 200 events, including the Boston Pops Orchestra and fireworks.

Chicago, IL
• Chicago’s Independence Eve Fireworks Spectacular takes place during the annual Taste of Chicago food and entertainment festival in Grant Park. About 125,000 people pass through the gates of Navy Pier to watch the fireworks display.

Houston, TX
• Houston’s Freedom Over Texas July 4th celebration in Eleanor Tinsley Park features pop, Latin, and classic rock musical performances.

Miami, FL
• Miami’s America’s Birthday Bash in Bayfront Park features music, food, and drink.

New York, NY
• Macy’s 4th of July Fireworks is the biggest display in the country, with 40,000 effects in a 25-minute extravaganza that’s viewed live by 3 million people annually. In 2018, the pyrotechnics were launched from the Brooklyn Bridge and several barges in the East River.

Philadelphia, PA
• Wawa Welcome America!, part of the weeklong Fourth of July celebration in Philadelphia, is watched by an estimated 500,000 people. Festivities in the city culminate with the 4th of July Jam, the largest free concert in the country.
Seattle, WA
• In 2018, Seattle’s 54th Annual Fourth of Jul-Ivar celebration at Myrtle Edwards Park on the waterfront had live music, a kid zone, and a beer and wine garden for adults.

Washington, DC
• Capital Fourth, which follows the Smithsonian Folklife Festival on the National Mall, included a concert by the National Symphony Orchestra on the Capitol West Lawn.

39.11 Labor Day
Labor Day weekend signals the end of summer and the beginning of the school year. Labor Day also marks the start of the regular season of the National Football League and college football.

There are fewer festivities celebrating Labor Day than for other major holidays as people generally prefer a weekend getaway or simply to relax at home on the occasion. Among the festivals that are held, most are scheduled to coincide with Labor Day rather than as a celebration of the holiday. Still, there are popular events in several cities, including the following:
• A Taste of Colorado (Denver, CO)
• Bumbershoot (Seattle, WA)
• Celebrate Bandera (Bandera, TX)
• Chicago Jazz Festival (Chicago, IL)
• Detroit Jazz Festival (Detroit, MI)
• Festival of Sail at the Maritime Museum (San Diego, CA)
• Gloucester Schooner Festival (Gloucester, MA)
• Labor Day Mackinac Bridge Walk (Mackinac, MI)
• Made in America Festival (Philadelphia, PA)
• National Symphony Orchestra Labor Day Concert (Washington, DC)
• Point Reyes National Seashore Sculpture Contest (Point Reyes, CA)
• Telluride Film Festival (Telluride, CO)
• Virginia Beach American Music Festival (Virginia Beach, VA)

39.12 Oktoberfest
Oktoberfest has evolved into an annual celebration of beer. Despite the event’s name, most Oktoberfests, including the Munich original, kick off in September.

The following are noteworthy Oktoberfest celebrations in the U.S.:

Cincinnati, OH
• Oktoberfest-Zinzinnati is recognized as North America’s largest Oktoberfest, attracting 500,000 annually, of which 125,000 are typically out-of-towners. The festival is celebrated in the heart of the city’s 19th century German-American community in the revitalized Over-the-Rhine neighborhood. According to a study commissioned by the Cincinnati USA Partnership and the Greater Cincinnati
Chamber of Commerce, Oktoberfest-Zinzinnati is estimated to have a total business impact of $42.2 million, based on direct spending of $20.4 million.

**Daytona Beach, FL**
- Daytona Beach’s Biketoberfest attracts more than 100,000 people. The event has been named one of the Top 25 events in the southeast by the Southeast Tourism Society (www.southeasttourism.org).

**Helen, GA**
- A two-month celebration in Helen, a Bavarian-themed mountain town with a population of 300, attracts 50,000 devotees of beer and bratwurst.

**LaCrosse, WI**
- The 50-year-old LaCrosse Oktoberfest has earned the reputation as one of the best Old World folk festivals in the U.S.

**Seattle, WA**
- In the Fremont neighborhood, patrons can sample beer from more than 25 local microbreweries and watch the annual Texas Chainsaw Pumpkin Carving contest.

**Tulsa, OK**
- Approximately 200,000 revelers participate in Tulsa’s Oktoberfest, called one of the world’s top German food festivals by *Bon Appetit* magazine. The International Festivals & Events Association (www.ifea.org) estimated that Tulsa’s Oktoberfest has an economic impact on the community of more than $7.6 million each year.

### 39.13 Halloween

According to the National Retail Federation, 179 million people celebrated Halloween in 2017, spending $9.1 billion on costumes, treats, and festivities. Spending was distributed as follows:

- Costumes: $3.4 billion
- Candy: $2.7 billion
- Decorations: $2.7 billion
- Greeting cards: $0.4 billion

Adults celebrated Halloween as follows:

- Handed out candy: 71%
- Decorated home/yard: 49%
- Dressed in costume: 48%
- Carved a pumpkin: 46%
- Hosted/attended a party: 34%
• Took children trick-or-treating: 31%
• Visited a haunted house: 23%

New York’s Village Halloween Parade, an annual holiday parade and street pageant staged in Greenwich Village, stretches more than a mile and features 50,000 costumed participants, dancers, artists, circus performers, dozens of floats bearing live bands, and other musical and performing acts. The event draws an estimated two million spectators and a worldwide television audience of one hundred million.

Most of the larger amusement parks make special Halloween attractions and promotions. Knott’s Berry Farm is the ‘grandfather’ of amusement park Halloween promotions, having entered the field in 1973 with a one-day event that now covers almost three weeks. Six Flags began Halloween promotions at its parks in the mid-1970s. Other large parks that have some type of Halloween promotion include Busch Gardens (Tampa, Florida), Cedar Point (Sandusky, Ohio), Disney World (Orlando, Florida), Dorney Park (Allentown, Pennsylvania), and Hersheypark (Hershey, Pennsylvania).

The following are other major family-oriented Halloween attractions:
• Cleveland Metroparks Zoo presents “Boo at the Zoo,” with clowns, magicians, and puppets, along with the ‘Pirates of Lake Erie.’
• The Arizona Science Center (Phoenix) gives visitors a chance to learn Halloween alchemy, with spooky science activities throughout the galleries. Exhibits demonstrate “blood, skeletons, organs, cryogenics, disappearing ink, and slime.”
• At The Roaring Camp Railroad Ghost Train (Felton, California – near Santa Cruz) families can live The Legend of Sleepy Hollow while riding an old-fashioned, narrow-gauge, steam-engine train and following Ichabod Crane’s wild escape from the headless Horseman.
• CATS Haunted Theater (Arlington, Texas), a 27,000 sq. ft. “theater of terror,” is a transformed performing arts theater for kids.
• Balboa Park’s Spreckels Organ Pavilion (San Diego, California) hosts a Halloween Fun Fest and a free family concert with scary organ music and a costume parade.

The following are some other Halloween celebrations:

Anoka, MN
• Anoka persuaded Congress in 1937 to declare it the “Halloween Capital of the United States.” The town now has three Halloween parades, as well as competitions for house decorations, costumes, and pumpkin carving.

Hell, MI
• Hell, a town 45 miles northwest of Detroit, takes advantage of its name. Halloween attractions in the county include corn mazes, cider mills, and a haunted opera house. Nearby Mount Brighton ski resort hosts a 14-room haunted house and renames itself Mount Frighten for the holiday.
Salem, MA
• Salem, where witch trials were held in the 17th century, has long focused on Halloween and draws more visitors in October than in any other month. More than 300,000 people visit the many witch museums and 100 “Haunted Happenings” during the month. The city hosts a costume ball, walking tours, Salem Witches Magickal Arts Fair, and ghost stories performed in dim parlors by actors in period dress. There are costume contests, parades, puppet shows, and ‘Scarecrowquet’ along with a Hay Bale Maze outdoors on the Salem Green.

West Hollywood, CA
• West Hollywood holds a Halloween Carnaval that draws 400,000 people to a mile-long stretch of Santa Monica Boulevard. The event doesn’t make money for the city of West Hollywood, which spends about $250,000 on security, but the festivities bring in about $8 million for local businesses, according to the West Hollywood Convention and Visitors Bureau. The Carnaval, which began in 1987 as a costume competition, now has corporate sponsors. According to Prosper Insights & Analytics (www.goprosper.com), 38.1 million people, or 16.0%, dressed up their pets for Halloween in 2017, spending an estimated $450 million on costumes.

39.14 Thanksgiving
Thanksgiving is typically a holiday celebrated with family and friends. According to The NPD Group (www.npd.com), 64% of American households eat at home on Thanksgiving; about one-half prepare turkey. Among the other 36%, about two-thirds dine at the home of family or friends and one-third eat in restaurants.
Thanksgiving activities are held throughout the U.S., typically on the weekend prior to the Thursday holiday. The following are among the prominent celebrations:

Chicago, IL
• The Chicago Toy and Game Fair, held at Navy Pier and the largest toy and game show open to the public, is scheduled for the week prior to Thanksgiving.

Cleveland, OH
• Cleveland Metroparks Zoo hosts Thanksgiving at the Zoo, where guests can ride through the zoo in a heated shuttle bus while watching the animals enjoy their Thanksgiving Day. Demonstrations typically include giving pumpkins or papier-mâché seals to the polar bears, frozen fish inside blocks of ice for polar bears, swamp monkeysbobbing for cranberries, and a hanging papier-mâché beehive filled with treats for the sloth bears. There is no admission for the event.

Dallas, TX
• The Dallas Texas Turkey Trot, a tradition for nearly 40 years, features an 8-mile
run/walk for marathoners, a 3 mile run/walk for those looking for something more casual, and a tot trot for kids. An estimated 40,000 people participate in the event.

New York, NY
• Among annual parades held across the U.S., Macy’s Thanksgiving Day Parade is the largest, with the number of spectators typically in the 3½ million range. An additional 22 million watch the broadcast on NBC.

Plymouth, MA
• America's Hometown Thanksgiving Celebration is held annually in the town where the pilgrims first landed. At the Wampanoag Pavilion, celebration guests learn about the native people of the area, watch a reenactment of the first Thanksgiving, and tour the Mayflower II. The highlights of the celebration are the Thanksgiving parade and the New England Food Festival.

Tempe, AZ
• Thanksgiving at the Arizona Sea Life Aquarium features some of the animals enjoying their Thanksgiving dinners.

Williamsburg, VA
• Visitors who tour Colonial Williamsburg can enjoy a Thanksgiving feast at one of the many restaurants which offer dishes hailing from the 18th century.

39.15 Christmas
Many cities boast unique Christmas celebrations. The Christmas lights display at Oglebay Park (Wheeling, West Virginia) is considered one of the best. Niagara Fall’s Festival of Lights attracts two million visitors annually. Cannons herald Colonial Williamsburg’s Grand Illumination. Bonfires along the levee light the way for Papa Noel in New Orleans. In South Carolina, African-American spirituals from the Sea Islands are sung at Charleston’s Drayton Hall.

San Antonio is made even more magical at Christmas time by the lights twinkling on bridges and cascading from tree branches. A Nativity pageant is staged at the Rivercenter shopping and entertainment complex, “Holiday in the Park” at Six Flags Fiesta Texas, and Pancho Claus, a Hispanic St. Nick, reigns over the Fiestas Navidenas in Market Square.

The following are Christmas attractions in other cities:

Asheville, NC
• The Omni Grove Park Inn hosts one of the best hotel festivities in the U.S., with dozens of creatively decorated Christmas trees lining the halls and an annual gingerbread house contest.
Denver, CO
• The Denver City and County Building is transformed into the “World’s Largest Christmas Lighting Display” for the season.

Los Angeles, CA
• Los Angeles celebrates its multicultural heritage with two major festivals. Las Posadas, a Mexican Christmas procession that reenacts the journey of Mary and Joseph to Bethlehem, takes place Christmas Eve on downtown’s Olvera Street. The city’s annual Kwanzaa Gwaride Festival at Leimert Park Village includes a marketplace with foods, crafts, and other goods from throughout the African world.

Mystic, CT
• Mystic offers the sights, sounds, and smells of a bygone era with Mystic Seaport’s Lantern Light Tours. The world-famous maritime museum gives visitors a peek at Christmas Eve in a New England village more than 100 years ago. Christmas enchantment continues in nearby Olde Mistick Village, a recreated 18th century New England town.

Orlando, FL
• On the weekend prior to Thanksgiving and through December, Epcot at Walt Disney World Resort is transformed into the Epcot Candlelight Processional, a celebration of holidays from around the world. There is a re-telling of the story of Christmas, accompanied by a 50-piece orchestra and narrated by different celebrity hosts throughout the event.

SeaWorld Parks in Orlando, San Diego, and San Antonio
• Starting the day after Thanksgiving, SeaWorld’s Christmas Celebration features several special shows. In Shamu Christmas - Miracles, killer whales soar through the air in a display of aerobatics accompanied by seasonal music. There is also the Sesame Street Christmas and Sea of Trees, with more than 100 beautiful Christmas trees lighting up the water.

St. Augustine, FL
• St. Augustine, the nation’s oldest city, commemorates the season with Night of Lights, a two-month festival of home tours, dance, musical and choral performances, and historical reenactments.

St. Michaels, MD
• Celebrated since 1987, Christmas in St. Michaels includes Breakfast with Santa, the Talbot Street Parade, a walking tour of homes, the Eastern Shore Christmas Dinner, The Yuletide Party, the Christmas Bazaar, and holiday music provided by local musicians. A Gingerbread House display was added in 2007. Marketplace, a boutique offering unique handmade gifts, debuted in 2009.
The following some small towns are recognized for their Christmas festivities:

- Alexandria, VA
- Christmas, IN
- Durango, CO
- Frankenmuth, MI
- Kennebunkport, ME
- Levanworth, WA
- Mackinac Island, MI
- Mountain View, AR
- Newport Beach, CA
- Paradise, PA
- Woodstock, VT

More than 80 million homes in the U.S. are decorated for Christmas every year.
40.1 Overview

The American Homebrewers Association (www.homebrewersassociation.org) estimates that 1.2 million people make beer at home. The hobby has flourished since 1979, when federal legislation repealed restrictions on the home-brewing of small quantities of beer. Homebrewing has been legal in all 50 states since 2013.

Homebrewers brewed about two million barrels of beer in 2017, according to the American Homebrewers Association.

Commercial beer companies tend to support homebrewing rather than view it as competition.

“Unlike secret family recipes held close to the chest, recipes of your favorite craft beer are readily available and routinely shared. Craft beer makers don’t appear to worry that the homebrewer is going to make 5,000 gallons daily and distribute. Instead you may try to clone the beer at home, and when you are in bars and restaurants, they know you’ll order their brew.”

_Biscayne Times_

Some homebrewers have turned their hobby into a business. According to the Brewers Association (www.brewersassociation.org), there were 5,048 microbreweries and brewpubs in the U.S. in 2017.
40.2 Profile Of Homebrewers

According to the American Homebrewers Association, the average homebrewer is 40 years old, male, and married. The majority have college degrees or some form of higher education and are affluent, with nearly 60% having a household income of $75,000 or more.

Homebrewers are spread across the country, with 31% in the West, 26% in the South, 23% in the Midwest, and 17% in the Northeast.

Ninety-five percent (95%) of homebrewers shop in local homebrew stores eight or nine times a year; 80% also shop in online stores five times a year. On average, homebrewers spend about $800 a year, including $460 on general supplies and ingredients and $330 on major equipment.

“The No. 1 reason people cite as to why they are doing the hobby is they like the creative and artistic aspects of the homebrewing process.”

Gary Glass, Director
American Homebrewers Association

40.3 Homebrew Clubs

There are over 1,700 homebrew clubs. A directory of clubs by state is available at www.homebrewersassociation.org/community/clubs/find-a-homebrew-club/.

“Swapping samples and competing with other brewers is what the culture is all about. You could just drink your homebrew at home, but you’d be missing out on a large part of the community.”

The Pew Charitable Trusts
40.4 Automatic Brewing Machines
Homebrewing typically requires 8-hours of hands-on attention. Fully automatic, all-grain tabletop brewing machines were introduced in 2014 by PicoBrew Symatic (www.picobrew.com) and Brewbot (https://brewbot.pr.co), greatly simplifying the process. If prices drop as expected – they are now around $1,700 – the machines could become as common in beer lovers’ kitchens as a home espresso maker or bread machine.

40.5 Market Resources
American Homebrewers Association, 1327 Spruce Street, Boulder, CO 80302. (303) 447-0816. (www.homebrewersassociation.org)
41.1 Participation

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), the number of people participating in shooting sports is as follows:

- Hunting - bow: 4.6 million
- Hunting - handgun: 3.2 million
- Hunting - rifle: 11.2 million
- Hunting - shotgun: 8.5 million

Casual participation (<8 times per year) and core participation (>8 times per year) has been as follows:

**Hunting - bow**

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<td>2016</td>
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**Hunting - handgun**

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**Hunting - rifle**

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<tr>
<td>2015</td>
<td>7.9 million</td>
<td>2.8 million</td>
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• 2016: 7.9 million 2.8 million  
• 2017: 8.4 million 2.8 million

Hunting - shotgun

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<td>2017</td>
<td>5.1 million</td>
<td>3.4 million</td>
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41.2 Demographics
The National Shooting Sports Foundation (www.nssf.org) provides the following demographic profile for hunters:

**Gender**
- Female: 18.5%
- Male: 81.5%

**Age**
- 6-to-11: 4.8%
- 12-to-17: 14.2%
- 18-to-24: 13.3%
- 25-to-34: 17.7%
- 35-to-44: 18.5%
- 45-to-54: 16.9%
- 55-to-64: 9.9%
- 65 and older: 4.7%

The average age of hunters is 35.7 years.

41.3 FWS Survey

FWS assesses hunting in 2016 as follows:

**Hunters**
- Big game: 9.2 million
- Small game: 3.5 million
- Migratory birds: 2.4 million
• Other animals: 1.3 million
• Total: 11.5 million

**Days Spent Hunting**
• Big game: 133 million
• Small game: 38 million
• Migratory birds: 16 million
• Other animals: 13 million
• Total: 184 million

**Hunting Trips**
• Big game: 89 million
• Small game: 32 million
• Migratory birds: 15 million
• Other animals: 12 million
• Total: 147 million

**Expenditures**
• Big game: $14.9 billion
• Small game: $ 1.7 billion
• Migratory birds: $ 2.3 billion
• Other animals: $ 0.8 billion
• Nonspecific: $ 6.5 billion
• Total: $26.2 billion

### 41.4 Market Resources
National Shooting Sports Foundation, 11 Mile Hill Road, Newtown, CT 06470.
(203) 426-1320.  (www.nssf.org)

U.S. Fish & Wildlife Service, 1849 C Street NW, Room 3331, Washington, DC 20240.
(202) 208-4717.  (www.fws.gov)
42

INDOOR RECREATION

42.1 Billiards/Pool

Cue sports include pool or pocket billiards (e.g., eight-ball, nine-ball, one-pocket, straight pool, bank pool, rotation, and other games), English billiards, carom pool (three-cushion, straight-rail, Artistic billiards, five-pins, and other games), and snooker.

According to the Sports & Fitness Industry Association (SFIA, www.sfia.org), 34.6 million people play billiards/pool at least once a year – 23.2 million are casual participants (<13 times per year) and 11.4 million are core participants (>13 times per year).

The American Poolplayers Association (APA, www.poolplayers.com), with 260,000 members, dubs itself the world’s largest amateur pool league. At the national level, the APA guarantees more than $1 million in national tournament prize money. This consists of the $500,00 APA 8-Ball National Team Championships, the $250,000 APA 8-Ball Classic, the $100,000 APA 9-Ball National Team Championship, the $100,000 APA 9-Ball Shootout, and the MiniMania tournaments, which pays nearly $250,000 during National Team Championships, held in Las Vegas in August 2018.

According to IBISWorld (www.ibisworld.com), there are approximately 5,100 billiards and pool halls in the United States; combined revenue is $750 million.

A directory of pool halls and billiards parlors is available online at www.BilliardsFinder.com.

42.2 Bowling

According to the 2018 SFIA Participation Topline Report, 45.5 million people bowl at least once a year – 35.9 million are casual participants (<13 times per year) and 9.6 million are core participants (>13 times per year).

According to the Bowling Centers Industry Profile, an April 2018 report by First Research (www.firstresearch.com), the U.S. bowling center industry includes about 3,800 centers with combined annual revenue of about $4 billion. Major companies include Brunswick Corporation, AMF Bowling Worldwide, and Bowl America. The industry is fragmented; the Top 50 companies generate about 30% of sales.

IBISWorld assesses the industry similarly, estimating there are 3,696 bowling centers in the United States; combined revenue is $4 billion.

Bowling is returning as a favorite American pastime. Luxury bowling centers that let bowlers enjoy the sport in a nightclub atmosphere have sparked the revival.
“Don’t expect old-school standards like greasy onion rings and fries on the menu at modern bowling alleys. High-backed booths and leather sofas fill these hot spots, offering colorful martinis, plasma-screen televisions, dimmed lights, and a food and wine menu to rival any white-tablecloth joint.”

USA Today

Lucky Strike (www.bowlluckystrike.com), an 18-location chain, Bowl Mor (www.bowlmor.com), with 20 locations, and Splitsville (www.splitsvillelanes.com), with six locations, are spreading the concept of upscale bowling nationally.

Las Vegas has several luxury bowling venues co-located at casino resorts. Red Rock Lanes (www.redrocklanes.com), at the Red Rock Casino Resort Spa, for example, has 72 lanes, private VIP lanes ($3,000 to $5,000), video games embedded into bar tops, and a lounge with bottle service.

42.3 Darts

Darts is most popular in bars and pubs, with the most serious participants playing in leagues.

According to SFIA, 16.6 million people play darts at least once a year – 11.3 million are casual participants (<13 times per year) and 5.3 million are core participants (>13 times per year).

The American Darts Organization (ADO, www.adodarts.com) sanctions local and regional tournaments throughout the U.S. ADO has about 250 member clubs representing roughly 50,000 members.

The sport is most popular in the U.K., where about 4.5 million play in leagues, more than double the number of league players in the U.S.

42.4 Family Entertainment Centers

A family entertainment center (FEC) is a small amusement park, often focusing on one or a few activities. Many FECs are entirely indoors. Most patrons are families with small children and teenagers.

The following are games and activities typically found at FECs:
• Arcade games
• Batting cages
• Black light mini-golf
• Bowling
• Bumper boats
• Bumper cars
• Climbing wall
• Go-karts
• Inflatables
• Interactive games
• Kiddie games
• Laser tag
• Miniature golf
• Paintball
• Redemption games
• Roller skate
• Steel rides
• Water rides

IBISWorld estimates the number of family entertainment centers and annual revenue as follows:

<table>
<thead>
<tr>
<th>Number</th>
<th>Annual Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,287</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>1,176</td>
<td>$605 million</td>
</tr>
<tr>
<td>877</td>
<td>$247 million</td>
</tr>
</tbody>
</table>

The following are the largest FEC operators:

- Adventure Landing (www.adventurelanding.com)
- Boomers! Parks (www.boomersparks.com)
- Chuck E. Cheese’s (www.chuckecheese.com)
- Dave & Buster’s (www.daveandbusters.com)
- GameWorks (www.gameworks.com)
- Golfland (www.golfland.com)
- Legoland Discovery Center (www.legolanddiscoverycenter.com)
- Malibu Grand Prix (www.malibugrandprix.com)
- Putt Putt Fun Center (www.puttputt.com)
- Scandia Amusements (www.scandiafun.com)

Three of the largest FEC chains – Chuck E. Cheese’s, GameWorks, and Dave & Buster’s – are restaurant-based.

### 42.5 Indoor Trampoline Parks

According to Forbes, there are more than 600 indoor trampoline parks in the U.S. with total annual revenue of $1.2 billion. There were approximately 100 million visits to the parks in 2017.

The largest park operators are Sky Zone, with 176 locations, and CircusTrix, with 80 parks.
42.6 Table Tennis

According to SFIA, 16.0 million people play table tennis, or ping pong, at least once in 2017 – 11.8 million are casual participants (<13 times per year) and 4.2 million are core participants (>13 times per year).

Competitive table tennis is popular in Asia and Europe and has been gaining attention in the U.S. USA Table Tennis (www.teamusa.org/usa-table-tennis/events) is the governing body and organizes tournaments in the United States.

The National Collegiate Table Tennis Association (NCTTA, www.actta.org) is a non-profit organization dedicated to promoting competitive table tennis at the collegiate level in North America.

North American Table Tennis (NATT, www.natabletennis.com) hosts local and regional tournaments throughout the U.S. NATT’s major event is the North American Teams Championships (NATT Teams) hosted by Joola (www.joolateams.com).

42.7 Market Resources

American Darts Organization, P.O. Box 182, Loveland, OH 45140. (844) 883-2787. (www.adodarts.com)


North American Table Tennis, 15800 Crabbs Branch Way, Suite 250, Rockville, MD 20855. (301) 816-0660. (www.natabletennis.com)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
43.1 Golf Communities

The traditional golf paradigm – living in an non-descript neighborhood and pursuing the game at local private or public courses – is still most common, especially in the nation’s northern tier. But across the Sun Belt, from the coastal Carolinas and Florida to Southern California, as well as up the Pacific Coast and even into the western mountains, master-planned golf communities are more prevalent. These communities draw not just locals, but also passionate golfers from elsewhere in search of second homes and places to retire.

The first wave of golf communities were developed in the late-1970s and early-1980s. During the past two decades, over 2,500 golf communities have been developed throughout the United States.

When developers were putting up the first golf communities in Florida and the Carolinas, the best buyers might hope for was cookie-cutter fairways squeezed between bland condos. But since the early 1990s, communities have been offering a myriad of amenities along with a sense of endless vacation. In addition to ever higher-quality golf, some communities even dole out perks such as concierge service and access to private jets. Others hire full-time master chefs and nature guides. Spas, horseback riding, hiking-trail networks, marinas, and planned activities for both kids and adults are common.

According to the National Golf Foundation (www.ngf.org), the states with the most golf communities are as follows:

- Florida
- California
- Texas
- North Carolina
- Arizona
- South Carolina
- Georgia
- Michigan

43.2 Retirement Communities

According to a June 2017 report by IBISWorld (www.ibisworld.com), there are 46,049 retirement communities in the U.S.; annual revenue is $66 billion.
Within the category of retirement communities are a wide spectrum of options. At the high end of the category are Planned Leisure-Oriented Retirement Communities, often referred to as Active Adult Communities. The following are examples:

**On Top of the World** (Ocala, FL; www.ontopoftheworldcommunities.com)
- With approximately 10,000 homes, On Top of the World is one of the largest 55+ communities in the U.S. The community offers virtually every recreational activity imaginable: a fitness center & spa, four 18-hole golf courses, six tennis courts, basketball courts, indoor racquetball courts, a softball field, and more. Over 15 miles of walking trails wind throughout the community. There are learning classes on topics ranging from traveling and photography to theatrical groups and dancing. An 800-seat cultural center hosts concerts and theater productions. Over 200 organized clubs provide camaraderie among residents with similar interests.

**Sun City** (several locations; www.delwebb.com)
- Developed in 1960 by Del Webb Company, Sun City Arizona was the first leisure-focused retirement community and a model for subsequent communities. There are now 18 Sun City communities in 10 states; all provide a plethora of leisure amenities. Sun City Hilton Head (South Carolina), for example, has four swimming pools, two fitness centers, 10 tennis courts, 54 holes of golf, a grand social hall, and a performing arts center. Sun City Palm Desert (California) includes indoor lap pools, two championship golf courses and three clubhouses with fitness centers, spas, a library, a 200-seat auditorium, an aerobics and dance studio, card rooms, a billiards hall, and bocce ball courts.

**The Villages** (Sumpter County, FL; www.thevillages.com)
- With over 55,000 residents, The Villages is the largest retirement community in the world. The community has 32 golf courses, 53 pools, and 17 recreation centers, each with bocce courts, horseshoes, shuffleboard, and more.

**Westlake Golf & Country Club** (Jackson, NJ; http://home.my-westlake.com)
- The hub of West Lake is an 18-hole championship golf course. When not golfing, residents can play tennis or make use of various sports courts, which include bocce ball, volleyball, and shuffleboard courts. There are also both indoor and outdoor swimming pools. Special interest clubs include those devoted to birdwatching, gardening, dancing, water color painting, bowling, computers, and wine tasting.

### 43.3 Spa Communities

With the popularity of spas, particularly among the wealthy, it is not surprising that the concept of living at a 365-day-a-year spa appeals to many.

Canyon Ranch (www.canyonranch.com), the famed spa located outside Tucson, opened its first residential development in Miami Beach in 2010 to appeal to this market. And in Tucson, Canyon Ranch developed homesites on a 30-acre parcel...
adjacent to its original spa complex, creating a community focused on renewal and healing. In 2016, the company announced the launch of Canyon Ranch Residences at its 120-acre Lenox, Massachusetts, location. Located on the grounds of the historic Bellefontaine Mansion in the heart of the Berkshires, the development will be comprised of 19 luxury condos ranging in price from $1.4 million to $3.6 million.

Miraval (www.miravalresorts.com), another Arizona-based spa, brought the spa community concept to its Tucson location with luxury residences that include with ownership more than 100 programs of exercise, meditation, education, and creative arts, plus an array of grooming and wellness services.
44

LOTTERIES

44.1 Market Assessment

Forty-five jurisdictions (i.e., 44 states and the District of Columbia) operate lotteries. The following states do not operate lotteries:
• Alabama
• Alaska
• Hawaii
• Mississippi
• Nevada
• Utah

According to the North American Association of State and Provincial Lotteries (www.naspl.org), total U.S. traditional lottery sales have been as follows:
• FY2013: $68.68 billion
• FY2014: $71.13 billion
• FY2015: $73.87 billion
• FY2016: $80.55 billion
• FY2017: $80.38 billion

In FY2017, lottery sales were distributed as follows:
• Winnings returned to players: $46.37 billion (57.7%)
• Transferred to beneficiaries: $22.31 billion (27.8%)
• Lottery operational expenses: $11.70 billion (14.6%)

According to Forbes, an estimated 20 million Americans spend at least $1,000 a year on lottery tickets.

44.2 Types of Games

By type of game, lottery spending in FY2017 was as follows:
• Instant games: $46.48 billion (2.8%)
• Daily numbers: $10.38 billion (1.3%)
• Electronic gaming machines (net): $6.65 billion (3.2%)
• Powerball: $4.59 billion (-30.3%)
• Monitor games: $4.13 billion (4.4%)
• All other lotto games: $3.57 billion (-1.7%)
• Mega Millions: $2.32 billion (-7.0%)
• Table games (net): $769 million (22.5%)
• For Life games: $447 million (9.6%)
• Terminal-based instant games: $411 million (33.6%)
• Pulltabs: $209 million (23.0%)
• Hot Lotto: $74 million (1.9%)
• Raffles: $69 million (-10.9%)
• Daily keno: $63 million (-3.0%)
• Hybrid instant/draw games: $57 million (12.0%)
• All other games: $163 million (-6.9%)

44.3 State-by-State Assessment
The following are FY2017 lottery sales for each state (change from previous year in parenthesis):
• Arizona: $852 million (-2.2%)
• Arkansas: $449 million (-1.4%)
• California: $6.23 billion (-0.7%)
• Colorado: $555 million (-6.6%)
• Connecticut: $1.22 billion (-1.2%)
• Delaware: $624 million (-1.2%)
• District of Columbia: $218 million (-4.1%)
• Florida: $6.16 billion (1.6%)
• Georgia: $4.23 billion (-0.6%)
• Idaho: $240 million (1.6%)
• Illinois: $2.85 billion (-0.5%)
• Indiana: $1.21 billion (0.5%)
• Iowa: $352 million (-0.4%)
• Kansas: $258 million (-5.1%)
• Kentucky: $1.00 billion (0.3%)
• Louisiana: $455 million (-10.3%)
• Maine: $266 million (-2.3%)
• Maryland: $3.35 billion (9.9%)
• Massachusetts: $5.08 billion (-2.6%)
• Michigan: $3.33 billion (7.3%)
• Minnesota: $563 million (-5.0%)
• Missouri: $1.34 billion (2.1%)
• Montana: $52 million (-12.1%)
• Nebraska: $174 million (-3.2%)
• New Hampshire: $299 million (-1.4%)
• New Jersey: $3.17 billion (-3.1%)
• New Mexico: $126 million (-18.3%)
• New York: $9.68 billion (-0.2%)

LEISURE BUSINESS MARKET RESEARCH HANDBOOK 2019-2020  • 212 •
• North Carolina: $2.43 billion (1.9%)
• North Dakota: $ 27 million (-22.5%)
• Ohio: $3.93 billion (no change)
• Oklahoma: $ 151 million (-20.1%)
• Oregon: $1.25 billion (1.4%)
• Pennsylvania: $4.00 billion (-3.2%)
• Rhode Island: $ 872 million (-0.3%)
• South Carolina: $1.64 billion (2.2%)
• South Dakota: $ 261 million (-0.5%)
• Tennessee: $1.61 billion (-0.9%)
• Texas: $5.08 billion (0.2%)
• Vermont: $ 122 million (-1.5%)
• Virginia: $1.99 billion (-0.8%)
• Washington: $ 673 million (-3.1%)
• West Virginia: $1.08 billion (-5.0%)
• Wisconsin: $ 603 million (-3.9%)
• Wyoming: $ 25 million (-24.0%)

44.4 Market Resources
North American Association of State and Provincial Lotteries, 6 North Broadway, Geneva, OH 44041. (440) 466-5630. (www.naspl.org)
MODEL RAILROADS

45.1 Overview
There are a half million model railroaders and toy train hobbyists in the U.S., according to the Train Collectors Association (www.traincollectors.org).

Model Railroad News estimates the number higher, at one million model railroaders nationwide. That includes everyone from serious enthusiasts to those who get out their train once a year to run it around the Christmas tree.

Model Railroad News estimates spending on model trains at $400 million annually.

Model trains are traditionally built from scratch and can takes months to construct. Several manufacturers have begun selling trains and cars that need no assembly, easing the barrier to entry for novice hobbyists.

An increasingly popular activity is garden railroading, a hobby which integrates model railroads into an outdoor garden environment.

45.2 Model Railroad Clubs
Most serious model railroaders belong to one of the more than 100 model railroad clubs across the United States. The following are among the more prominent clubs:

• Arizona Model Railroading Society (Phoenix, AZ; www.azmodelrr.com)
• East Penn Traction Club (Philadelphia, PA; www.eastpenn.org)
• Elmhurst Model Railroad Club (Elmhurst, IL; www.emrrc.org)
• First State Model Railroad Club (Dover, DE; www.fsmrcc.org)
• Golden Empire Historical & Modeling Society (Bakersfield, CA; www.gehams.org)
• Highland Park Society of Model Railroad Engineers (San Gabriel, CA; www.highlandpacificrr.com)
• Lansing Model Railroad Club (Lansing, MI; www.lmrc.org)
• Napa Valley Model Railroad Historical Society (Napa, CA; www.nvmrc.org)
• New York Society of Model Engineers (Carlstadt, NJ; http://modelengineers.org)
• Pasadena Model Railroad Club (Los Angeles, CA; www.pmrrc.org)
• Piedmont-Triad Model Railroaders Club (Winston-Salem, NC; www.piedmonttriadmodelrailroadersclub.com)
• Railroad Model and Historical Society of Southeastern Ohio (Marion, OH; www.ironheadsofseo.org)
• San Antonio Model Railroad Association (San Antonio, TX; www.samratx.org)
• San Diego Society of N Scale (San Diego, CA; www.sdsons.org)
• Tech Model Railroad Club (Cambridge, MA; http://tmrc.mit.edu)
• The Model Railroad Club (Union, NJ; http://tmrci.org)
• Utah Society of Railroad Modelers (Salt Lake City, UT; http://utahsocietyofrailroadmodelers.blogspot.com)

45.3 Model Railroad Museums
Several specialized museums are dedicated to model railroads. The following are among the largest:
• Bay State Model Railroad Museum (Roslindale, MA; www.bsmrm.org)
• Friar Model Railroad Museum (Sparta, NJ; www.fmmrm.com)
• Golden State Model Railroad Museum (Point Richmond, CA; www.gsmrm.org)
• Hartman Model Railroad Museum (Intervail, NH; www.hartmannrr.com)
• San Diego Model Railroad Museum (San Diego, CA; www.sdmm.org)
• Twin City Model Railroad Museum (Saint Paul, MN; www.tcmrm.org)
• Western Pennsylvania Model Railroad Museum (Gibsonia, PA; www.wpmrm.org)
• Western Reserve Model Railroad Museum (Mentor, OH; www.facebook.com/The-Western-Reserve-Model-Railroad-Museum-151442708224945/)

45.4 The National Train Show
The 27th annual National Train Show, held August 10-18, 2018 in Kansas City, Missouri, and sponsored by the National Model Railroad Association (www.nmra.org), drew over 20,000 people.

45.5 Market Resources
National Model Railroad Association, P.O. Box 1328, Soddy Daisy, TN 37384. (423) 892-2846. (www.nmra.org)

Train Collectors Association, 300 Paradise Lane, Ronks, PA 17572. (717) 687-8623. (www.traincollectors.org)
46

MOTORCYCLING

46.1 Motorcycle Ownership and Spending

There are an estimated 11 million motorcycles in the U.S. An estimated 25 million Americans ride at least once a year.

According to the Motorcycle Industry Council (MIC, www.mic.org), approximately one million new motorcycles are sold in the U.S. annually. Included in the total are about 250,000 scooters.

Packaged Facts (www.packagedfacts.com) estimates the annual U.S. motorcycle market at about $18 billion.

One of the fastest-growing segments of the motorcycle business has been sales to women. The increases have been due, in part, to the industry’s marketing efforts toward female bikers. Manufacturers are even designing bikes with a woman’s smaller frame in mind.

“Women riders now represent about 12% of Harley sales compared with 2% in 1995. The brand also has a 53 percentage-point market-share lead among female riders.”

Bloomberg Businessweek

Harley-Davidson has 47% of the U.S. marketshare for on-road motorcycles, according to R.L. Polk & Co. (www.polk.com).

The Motorcycle Dealers Industry Profile, an April 2018 report by First Research (www.firstresearch.com), assesses that the motorcycle dealership sector includes about 7,000 stores; combined annual revenue is about $24 billion. No major retail companies dominate the sector; most have a single retail outlet.

Global demand for motorcycles is forecast to grow by 3.8% per year through 2020, reaching $120 billion, according to Freedonia Group (www.freedoniagroup.com).
46.2 Demographics
While 9% of U.S. adults own a motorcycle, the percentage varies significantly by city. According to The Media Audit (www.themediaaudit.com), the following are the cities with the highest percentage of motorcycle ownership:

- Spokane, WA: 18.5%
- Riverside-San Bernardino, CA: 18.4%
- Reno, NV: 15.2%
- Boise, ID: 14.8%
- Salt Lake City, UT: 14.0%
- Eugene-Springfield, OR: 13.8%
- Colorado Springs, CO: 13.1%
- Milwaukee-Racine, WI: 12.9%
- Portland, OR: 12.4%
- Minneapolis, MN: 12.3%

46.3 The Motorcyclist Lifestyle
For many motorcyclists, their bikes are more than transportation, they are at the center of a lifestyle. Social motorcyclist organizations are popular; the most well-known of these are the American Motorcyclist Association (www.ama-cycle.com), the Harley Owners Group (H.O.G., www.hog.com), the BMW Motorcycle Owners of America (www.bmwmoa.org), the Honda Rider’s Club of America (www.hrca.honda.com), and the Suzuki Boulevard M109 Club (www.m109owners.com). In addition to the camaraderie, most clubs host rallies, and many raise money for charities through organized events and rides.

Destination Daytona (www.destinationdaytona.com), a motorcycle-themed tourist attraction, opened in Ormond Beach, Florida, in 2007. At the center of the 150-acre complex is the world’s largest Harley-Davidson dealership, with a 53,953 sq. ft. showroom and other chopper shops, including the 7,000 sq. ft. Arlen Ness Motorcycles. The brainchild of Bruce Rossmeyer, operator of the Harley-Davidson dealership, Destination Daytona includes a hotel and condo village, shops, restaurants, bars, and a Daytona Beach Area Convention & Visitors Bureau information center. Expansion plans call for a motorcycle museum and a high-rise hotel.

46.4 Best Motorcycle Rides
The Discovery Channel recognizes the following as the best motorcycle rides in the United States:

- Arkansas Pig Trail (Arkansas)
- Beartooth Pass (Wyoming)
- Blue Ridge Parkway (Virginia)
- Cherohala Skyway (Tennessee)
- Needles Highway, Black Hills (South Dakota)
- Route 50, The George Washington Highway (West Virginia)
- San Juan Mountain Skyway (Colorado)
- Tail of the Dragon, Deal’s Gap (North Carolina)
- Three Sisters [a.k.a. Twisted Sisters] (Texas)
- Tunnel of Trees Road (Michigan)

46.5 Motorcycle Rallies

A renewed interest in motorcycling, along with a new group of fans who are interested in the old rallies, has led to huge attendance numbers for classic motorcycle rallies. The top three – Daytona Beach Bike Week, Sturgis Motorcycle Rally, and Laconia – are among the largest events held annually in the U.S. The following is a summary of these and other large events:

**Daytona Beach Bike Week** ([www.officialbikeweek.com](http://www.officialbikeweek.com))
- Daytona Beach Bike Week, a 10-day event, is held annually in March. Attended by approximately 500,000, festivities include motorcycle racing, concerts, parties, and street festivals.

**Honda Hoot** ([http://hrca.honda.com](http://hrca.honda.com))
- The Honda Hoot, hosted by the Honda Riders Club of America, brings approximately 18,000 motorcycle enthusiasts to Knoxville each year, yielding an economic impact of $25 million.

**Laconia Motorcycle Week** ([www.laconiamcweek.com](http://www.laconiamcweek.com))
- Laconia Motorcycle Week is held annually in June in Laconia, New Hampshire. Attendance is estimated between 100,000 and 400,000. Events include races, shows, and a motorcycle hill climb competition.

**Lone Star Rally** ([www.lonestarrally.com](http://www.lonestarrally.com))
- The Lone Star Rally, held each November in Galveston, Texas, features two dozen bands playing 50 free concerts, the Leather ‘n’ Lace Costume Ball, a Breast Cancer Awareness Ride, fashion shows, a tattoo contest, poker runs, and other events. The 2017 rally was attended by over 350,000 (excluding those who came for the concerts only).

**National Bikers Roundup** ([www.nbrkcmo.com](http://www.nbrkcmo.com))
- The National Bikers Roundup, held at various venues throughout the U.S. annually, is the largest gathering of black riders. The 41st annual event, which took place in August 2018 in Springfield, Illinois, drew over 50,000 bikers.

**Republic of Texas Biker Rally** ([www.rotrally.com](http://www.rotrally.com))
- The Republic of Texas Biker Rally, held each June in Austin, attracts over 200,000 bikers.
**Sturgis Motorcycle Rally** (www.sturgismotorcyclerally.com)

- The Sturgis Motorcycle Rally has been held annually in Sturgis, South Dakota, since 1938. Attendance was estimated at 450,000 for the August 2018 event, with over 605,000 in the region from the weekend before and through the event. Activities included the annual Mount Rushmore Ride, several concerts, a beauty pageant, and a chopper raffle.

**46.6 Market Resources**

*Motorcycle Dealers Industry Profile*, First Research, April 2018.
(www.firstresearch.com/Industry-Research/Motorcycle-Dealers.html)

Motorcycle Industry Council, 2 Jenner Street, Suite 150, Irvine, CA 92618.
(949) 727-4211. (www.mic.org)

*Motorcycle Sales Statistics*
MOUNTAIN BIKING

47.1 Participation

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 8.6 million people mountain bike at least once a year – 4.4 million are casual participants (<13 times per year), and 4.2 million are core participants (>13 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>3.3 million</td>
<td>4.0 million</td>
</tr>
<tr>
<td>2009</td>
<td>3.4 million</td>
<td>4.0 million</td>
</tr>
<tr>
<td>2010</td>
<td>3.4 million</td>
<td>3.8 million</td>
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<tr>
<td>2011</td>
<td>3.2 million</td>
<td>3.8 million</td>
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<td>2012</td>
<td>3.3 million</td>
<td>4.0 million</td>
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<tr>
<td>2013</td>
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<td>4.8 million</td>
</tr>
<tr>
<td>2014</td>
<td>3.7 million</td>
<td>4.3 million</td>
</tr>
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<td>2015</td>
<td>3.9 million</td>
<td>4.5 million</td>
</tr>
<tr>
<td>2016</td>
<td>4.3 million</td>
<td>4.3 million</td>
</tr>
<tr>
<td>2017</td>
<td>4.4 million</td>
<td>4.2 million</td>
</tr>
</tbody>
</table>

47.2 Mountain Biking Trails

The following are among the best mountain biking trails in the U.S.:

Big Bend National Park (Texas)

- Lightly traveled roads and varied terrain make Big Bend National Park (www.nps.gov/bibe/planyourvisit/biking.htm) a premier bicycling location. Over 100 miles of paved roads and 160 miles of backcountry dirt roads provide challenges for riders of all levels. The National Park Service recommends nine trails ranging in distance from 20 miles to 35 miles and in difficulty from easy to strenuous.

Big Boulder Trail (Downieville, CA)

- In recent years Downieville has become the premiere West Coast mountain bike riding destination. Big Boulder (www.imba.com/epics/big-boulder-trail), a 130-year-old mining trail, is considered the best trail in the region.
Buffalo Creek Trail (Pine, CO)
- The diverse Buffalo Creek Trail (www.singletracks.com/bike-trails/buffalo-creek.html), an hour west of Denver, features smooth, rolling singletrack and lots of variety. The total climb on the 14-mile trail is about 1000 feet.

Crested Butte Trail 401 (Colorado)
- Trail 401 (www.visitcrestedbutte.com/ride.cfm?rideid=11) is set among some of the most awe-inspiring scenery in Colorado. This 14.5-mile trail is often rated by mountain bikers, magazines, and books as the Best Singletrack Trail in the U.S. At the peak there are spectacular views with the Maroon Bells (two peaks in the Elk Mountains) to the east. The Red Mountains and Crested Butte provide the backdrop on the downhill track.

Gauley Headwaters Trail (West Virginia)
- The Gauley Headwaters (www.singletracks.com/bike-trails/gauley-headwaters.html), a 37-mile winding track through the Allegheny Mountains and the hardwood forests of Monongahela, is the best of several popular tracks in the Appalachian range. The trail highlight is a single track descent to the headwaters of Tea Creek.

Greenbrier River Trail (West Virginia)
- Originally a part of the Chesapeake and Ohio Railroad, the Greenbrier River Trail (www.greenbrierrailtrailstatepark.com) was ranked by Backpacker magazine as one of the Top 10 biking trails in the United States. The 76-mile trail runs from North Caldwell to one mile south of Cass Scenic Railroad State Park. Traversing 35 bridges and two tunnels, the trail parallels the Greenbrier River, is less than a 1% grade, and features some of the best pastoral and woodland scenery the state has to offer. Novice and intermediate mountain bikers appreciate the packed gravel surfaces on the majority of the trail. Twelve rustic campsites are available along the trail. The Greenbrier River Trail was inducted into the national Rail-Trail Hall of Fame in 2012.

Natchez Trace Parkway (Mississippi)
- The Natchez Trace Parkway (www.nps.gov/natr/index.htm) offers an opportunity for less experienced riders to get a taste of the more epic, wilderness trails usually reserved for hardcore off-roaders.

San Juan Islands (Washington)
- The San Juan Islands (www.visitsanjuans.com/what-to-do/san-juan-islands-bicycling) provide three tiers of cycling adventures, from moderate to challenging. Lopez Island, the least hilly of the San Juan Islands, offers a couple of 30 mile trails with beautiful ocean vistas and stop-offs for picnics, wildlife viewing, or short hikes. The 20-mile trail of San Juan Island is more challenging. While the island can be circumnavigated in a day, visitors often allow two or three days so they can also explore the parks, beaches, and communities along the way. Orcas Island, a popular destination for orca whale watching during summer, provides a challenging ride, even for experienced cyclists, and a 2,409-foot view from Mount Constitution.
Slickrock Trail (Utah)
• World-renowned Slickrock Trail (www.utah.com/bike/trails/slickrock.htm) is credited with transforming Moab into a mountain biking mecca. Hosting over 100,000 visitors per year, Slickrock is the most popular mountain bike trail in the world. The unique slickrock medium allows a mountain bike to be ridden to its fullest expression as the traction between stone and tires can hold a bike at gravity defying angles. The 12-mile trail takes riders along petrified sand dunes and an ancient dry seabed, with expansive views of the vast rock hills of Utah’s canyon lands.

Trails (www.trails.com) ranked the best mountain biking trails in 2017 as follows:
• Holy Jim Trail (Corona, CA): 2.7 miles
• Lincoln Woods (Lincoln, NH): 6.4 miles
• American River Bike Path (Sacramento, CA): 64 miles
• Northshore Trail (Flower Mound, TX): 18 miles
• Uwharrie National Forest (Troy, NC): 3 miles
• Aliso/Wood Canyons Regional Park: Rock-It-Cholla Loop (Laguna Beach, CA): 10.2 miles
• North-South Lake loop (Haines Falls, NY): 9.3 miles
• Rocky Point (Port Jefferson, NY): 13 miles
• Difficult Run - Reston to Great Falls National Park (Reston, VA): 24 miles
• Nassau-Suffolk Greenbelt Trail (Woodbury, NY): 16 miles
• Sawyer River Road (Conway, NH): 9.4 miles

47.3 Market Resources
International Mountain Bicycling Association, 4888 Pearl East Circle, Suite 200E, Boulder, CO 80301. (303) 545-9011. (www.imba.com)
### 48.1 Market Assessment

According to *Theatrical Market Statistics*, published by the Motion Picture Association of America (MPAA, [www.mpaa.org](http://www.mpaa.org)) and based on data from Rentrak Corp. ([www.rentrak.com](http://www.rentrak.com)), the U.S. and Canadian box office market has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross (billion)</th>
<th>Attendance (billion)</th>
<th>Avg. Ticket Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$9.2</td>
<td>1.48</td>
<td>$6.21</td>
</tr>
<tr>
<td>2005</td>
<td>$8.8</td>
<td>1.38</td>
<td>$6.41</td>
</tr>
<tr>
<td>2006</td>
<td>$9.2</td>
<td>1.39</td>
<td>$6.55</td>
</tr>
<tr>
<td>2007</td>
<td>$9.6</td>
<td>1.40</td>
<td>$6.88</td>
</tr>
<tr>
<td>2008</td>
<td>$9.6</td>
<td>1.34</td>
<td>$7.18</td>
</tr>
<tr>
<td>2009</td>
<td>$10.6</td>
<td>1.42</td>
<td>$7.50</td>
</tr>
<tr>
<td>2010</td>
<td>$10.6</td>
<td>1.34</td>
<td>$7.89</td>
</tr>
<tr>
<td>2011</td>
<td>$10.2</td>
<td>1.28</td>
<td>$7.93</td>
</tr>
<tr>
<td>2012</td>
<td>$10.8</td>
<td>1.36</td>
<td>$7.96</td>
</tr>
<tr>
<td>2013</td>
<td>$10.9</td>
<td>1.34</td>
<td>$8.13</td>
</tr>
<tr>
<td>2014</td>
<td>$10.4</td>
<td>1.27</td>
<td>$8.19</td>
</tr>
<tr>
<td>2015</td>
<td>$11.1</td>
<td>1.32</td>
<td>$8.43</td>
</tr>
<tr>
<td>2016</td>
<td>$11.4</td>
<td>1.32</td>
<td>$8.65</td>
</tr>
<tr>
<td>2017</td>
<td>$11.1</td>
<td>1.24</td>
<td>$8.97</td>
</tr>
</tbody>
</table>

There were 43,216 indoor screens operating in indoor theaters in the U.S. at year-end 2017, according to IHS Market ([www.ihsmarkit.com](http://www.ihsmarkit.com)). Eighty-four percent (84%) of screens are located at venues with 8 or more screens. There were 16,978 digital 3-D screens and 1,115 premium large-format screens.

### 48.2 Cinema Patrons

Seventy-six percent (76%) of the U.S./Canadian population ages 2 and older, or 263 million people, went to a movie at a cinema in 2017. Among these moviegoers, the average person went to 4.7 movies.

The following is the distribution of cinema ticket sales in 2017 (source: MPAA):
The following is a profile of frequent moviegoers in 2017 (source: MPAA):

**Gender**

<table>
<thead>
<tr>
<th></th>
<th>% of Frequent</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female:</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Male:</td>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Age**

<table>
<thead>
<tr>
<th></th>
<th>Pct. of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-to-11:</td>
<td>8%</td>
</tr>
<tr>
<td>12-to-17:</td>
<td>13%</td>
</tr>
<tr>
<td>18-to-24:</td>
<td>12%</td>
</tr>
<tr>
<td>25-to-39:</td>
<td>26%</td>
</tr>
<tr>
<td>40-to-49:</td>
<td>15%</td>
</tr>
<tr>
<td>50-to-59:</td>
<td>13%</td>
</tr>
<tr>
<td>60 and older:</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Ethnicity**

<table>
<thead>
<tr>
<th></th>
<th>Pct. of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American:</td>
<td>10%</td>
</tr>
<tr>
<td>Asian:</td>
<td>8%</td>
</tr>
<tr>
<td>Caucasian:</td>
<td>54%</td>
</tr>
<tr>
<td>Hispanic:</td>
<td>24%</td>
</tr>
<tr>
<td>Other:</td>
<td>3%</td>
</tr>
</tbody>
</table>

The percentage of frequent moviegoers in the most populous states is as follows:

- California: 20%
- Texas: 17%
- Michigan: 15%
- Georgia: 14%
- Illinois: 12%
- Ohio: 12%
- Virginia: 11%
- Florida: 9%
- New York: 8%
- North Carolina: 7%
- Pennsylvania: 6%
- Indiana: 5%
- Other states: 11%

According to The Media Audit (www.themediaaudit.com), approximately 36% of adults living in metropolitan areas visit movie theaters each month. The following
metropolitan areas have the highest percentage of adults who do so:

- Ann Arbor, MI: 53.5%
- San Francisco, CA: 48.3%
- Salt Lake City, UT: 47.5%
- Reno, NV: 47.4%
- San Jose, CA: 47.1%
- Phoenix, AZ: 47.2%
- Spokane, WA: 47.1%
- San Diego, CA: 45.7%
- Nashville, TN: 44.1%
- Dallas-Ft. Worth, TX: 43.1%

The following metropolitan areas have the lowest percentages of adults visiting movie theaters each month:

- Charlotte, NC: 15.0%
- Greenville-Spartanburg, SC: 24.3%
- Pittsburgh, PA: 25.5%
- Louisville, KY: 25.8%
- New Orleans, LA: 26.8%
- Toledo, OH: 26.8%

48.3 Market Resources
49

MUSEUMS

49.1 Overview

The Institute of Museum & Library Services (www.imls.gov) estimates that there are 34,144 museums in the United States, more than double the agency’s estimate of 17,500 from the 1990s.

The Official Museum Directory (www.officialmuseumdirectory.com) provides information on 13,000 of these museums.

According to the American Alliance of Museums (AAM, www.aam-us.org), there are 2.3 million museum visits per day, adding up to a total of 865 million visits per year. A directory of museums accredited by AAM is available online at (www.aam-us.org/docs/default-source/accreditation/list-of-accredited-museums.pdf?sfvrsn=10).

49.2 Types Of Museums

Museums have six primary focuses, as follows:

Art Museums
- Among various types of museums, art museums appeal to the widest range of people.
- There are over 2,500 art museums in the United States. The following are online directories of art museums:
  - www.artcyclopedia.com/museums-us.html
  - www.museumsusa.org/museums

Children’s Museums
- The Association of Children’s Museums (ACM, www.childrensmuseums.org) estimates the total number of children’s museums in the United States at 250 to 300. More than 200 are ACM members.
- In recent years, over 33 million families have visited ACM member children’s museums.
- The following links to a list of living history museums:
  - www.rkma.com/LivingHistoryMuseums.pdf
- With 1.2 million visitors each year, the Children’s Museum of Indianapolis is the most-visited children’s museum in the U.S.

Ethnic Cultural & Historic Museums
- There has been a recent surge in interest in ethnic cultural history.
• Smithsonian’s National Museum of African American History and Culture (Washington, DC; https://nmaahc.si.edu/), which opened in September 2016, had 3 million visitors during its first year.
• The National Museum of the American Indian (www.nmai.si.edu/), part of the Smithsonian Institution, opened in 2004 in Washington, D.C. The museum draws 1.6 million visitors each year.
• Part of the Statue of Liberty, The Ellis Island Immigration Museum (www.ellisisland.org/genealogy/ellis_island.asp) opened to the public in 1990 and attracts over 3 million visitors each year. The museum is located in the Main Building of the former immigration station complex. The American Family Immigration History Center, which opened at Ellis Island in 2001, provides visitors with computer access, multimedia technology, printed materials, and professional assistance with exploring immigration history, family documentation, and genealogical research.
• In total, there are more than 200 African-American museums in the U.S., according to the Association of African American Museums (www.blackmuseums.org), and several projects are in the works.
• The following links to information about African-American history and cultural museums: www.rkma.com/aahm.pdf.
• The following links to information about Jewish heritage museums: www.rkma.com/jhm.pdf.
• The following links to information about Native-American history and cultural museums: www.rkma.com/nahm.pdf.

History Museums
• There are over 7,000 history museums in the United States. Each state has a history museum, and most cities and towns have some type of museum that recognizes local history.
• The following are online directories of history museums:
  - http://museums.findthebest.com/d/a/History
  - www.censusfinder.com/guide_to_historical_museums.htm
  - www.museumsusa.org/museums/
  - www.thehistorylist.com
• The preservation of houses and structures relevant to their founding and development are an important way that cities and towns can let residents and visitors learn about local history. There are some 3,000 historic house museums across the United States.
• The following links to a list of historic house museums: www.rkma.com/HistoricHouseMuseums.pdf.
• Many early American villages and communities across the U.S. have been preserved or reconstructed. Some offer reenactments of life as it existed when the communities were active.
• Living history farms demonstrate agricultural practices dating from colonial times to the early 20th century. They typically offer demonstrations and many offer interaction with farm animals.
• The following links to a list of living history museums:
  - www.rkma.com/LivingHistoryMuseums.pdf

Science Museums
• Science centers are science museums that emphasize a hands-on approach,
  featuring interactive exhibits that encourage visitors to experiment and explore.
• Natural history museums focus on the subject of natural history, including such topics
  as animals, plants, ecosystems, geology, paleontology, and climatology.
• The following links to a list of science centers: www.rkma.com/sciencecenters.pdf.
• The following links to a list of the most-visited science museums:
• Approximately 20 million people visit planetariums each year, according to the
  International Planetarium Society (www.ips-planetarium.org). Slightly more than 50%
  of the world’s planetariums are located in North America. Approximately 33% of
  these planetariums are located in primary or secondary schools; 17% are at colleges
  and universities; 15% are part of museums and science centers; 7% are associated
  with observatories or other institutions; the locales of the remaining 27% vary.
• The following links to a list of prominent planetariums:

Transportation Museums
• According to the National Association of Automobile Museums (NAAM; www.naam.museum), there are around 125 classic auto museums located throughout
  the United States. Many of the museums are relatively obscure, but they are of
  interest to auto hobbyists and vintage car enthusiasts.
• The following are online directories of auto museums:
  - www.hubcapcafe.com/resources/classic_car_museums.htm
  - www.naam.museum/museum-list/
• There are approximately 300 aviation and space exploration museums in the U.S.
• With 8.3 million visitors each year, Smithsonian Institution’s National Air and Space
  Museum is the most-visited museum in the world.
• The following are online directories of aviation and aerospace museums:
  - www.yellowairplane.com/museums.htm
• According to the Heritage Rail Alliance (www.atrrm.org), there are more than 110
  railway museums throughout the United States. Many railway museums host
  excursions and others serve as an information resource for excursions or other rail
  travel-related activities.
• The Historic Naval Ships Association (www.hnsa.org) represents 188 historic
  vessels – battleships, destroyers, submarines and aircraft carriers to name a few – in
  12 countries. These vessels, 128 in the United States, honor the men and women
  who served in the U.S. Navy.
• The following links to lists of the most prominent transportation museums:
49.3 Most Visited Museums

According to a May 2018 report by the Themed Entertainment Association (TEA, www.teaconnect.org), there were 59.10 million visitors to the Top 20 museums in 2017, a 1.0% increase from the previous year.

Visitors to the Top 20 museums in 2017 were as follows (change from previous year in parenthesis):

- National Air and Space Museum (Washington, DC): 7.00 million (-6.7%)
- The Metropolitan Museum of Art (New York, NY): 7.00 million (4.5%)
- National Museum of Natural History (Washington, DC): 6.00 million (-15.5%)
- National Gallery of Art (Washington, DC): 5.23 million (22.8%)
- American Museum of Natural History (New York, NY): 5.00 million (no change)
- Museum of Modern Art (New York, NY): 2.75 million (-1.4%)
- National Museum of African American History and Culture (Washington, DC): 2.40 million (n/a)
- Houston Museum of Natural Science (Houston, TX): 2.30 million (no change)
- California Science Center (Los Angeles, CA): 2.11 million (3.3%)
- Denver Museum of Nature & Science (Denver, CO): 1.80 million (-5.3%)
- Field Museum of Natural History (Chicago, IL): 1.80 million (9.1%)
- U.S. Holocaust Memorial Museum (Washington, DC): 1.70 million (6.3%)
- The Art Institute of Chicago (Chicago, IL): 1.61 million (-10.1%)
- Udvar-Hazy Center (Washington, DC): 1.60 million (no change)
- Museum of Science and Industry (Chicago, IL): 1.49 million (0.7%)
- J. Paul Getty Center (Los Angeles, CA): 1.45 million (7.5%)
- Museum of Science (Boston, MA): 1.40 million (8.5%)
- California Academy of Sciences (San Francisco, CA): 1.36 million (2.7%)
- Donald W. Reynolds Center for American Art and Portraiture (Washington, DC): 1.30 million (8.3%)

49.4 Exhibitions

The exhibitions in New York City with the highest attendance in 2017 were as follows (source: The Art Newspaper):

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Daily</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Rauschenberg: Among Friends (Museum of Modern Art):</td>
<td>5,500</td>
<td>660,052</td>
</tr>
<tr>
<td>Francis Picabia (Museum of Modern Art):</td>
<td>4,613</td>
<td>539,688</td>
</tr>
<tr>
<td>Rei Kawakubo: Art of the In-Between (Metropolitan Museum of Art):</td>
<td>4,500</td>
<td>538,006</td>
</tr>
<tr>
<td>Fast Forward: Painting from the 1980s (Whitney Museum):</td>
<td>3,946</td>
<td>365,874</td>
</tr>
<tr>
<td>Chinese Art of the Qin and Han Dynasties 221BC-AD220 (Metropolitan Museum of Art):</td>
<td>3,415</td>
<td>355,152</td>
</tr>
<tr>
<td>Calder: Hypermobility (Whitney Museum):</td>
<td>3,261</td>
<td>416,034</td>
</tr>
</tbody>
</table>
- **Willa Nasatir/Helio Oiticia: to Organise Delirium** *(Whitney Museum):* 3,220 243,824
- **The Hugo Boss Prize 2016: Anicka Yi, Life Is Cheap** *(Guggenheim):* 3,194 208,537
- **Frank Lloyd Wright at 150: Unpacking The Archive** *(Museum of Modern Art):* 3,191 357,366

### 49.5 Market Resources


**American Institute of Aeronautics and Astronautics**, 12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191. (800) 639-2422. ([www.aiaa.org](http://www.aiaa.org))

**Association of Art Museum Directors**, 120 East 56th Street, Suite 520, New York, NY 10022. (212) 754-8084. ([www.aamd.org](http://www.aamd.org))


**Association of Science-Technology Centers (ASTC)**, 818 Connecticut Avenue NW, 7th Floor, Washington, DC 20006. (202) 783-7200. ([www.astc.org](http://www.astc.org))

**Heritage Rail Alliance**, P.O. Box 1189, Covington, GA 30015. (770) 278-0088. ([www.atrrm.org](http://www.atrrm.org))

**International Planetarium Society**, c/o Ann Bragg, Marietta College, 215 Fifth Street, Marietta, OH 45750. ([www.ips-planetarium.org](http://www.ips-planetarium.org))

**National Association of Automobile Museums (NAAM)**, P.O. Box 271, Auburn, IN 46706. (260) 925-1444. ([www.naam.museum](http://www.naam.museum))
50.1 Concert Tours

According to Pollstar (www.pollstar.com), the North American concert business hit a record high in 2017 of $8.0 billion, an increase from $7.3 billion in 2016.

Gross sales for the Top 100 tours in the U.S. and Canada were $3.65 billion, a 9.3% increase over 2016 and a record high. The total number of tickets sold by the Top 100 was up 6.0% to 46.23 million. The average ticket price was $78.93, up 3.1%.

The following were the top tours in North America in 2017 (source: Pollstar):

<table>
<thead>
<tr>
<th>Cities</th>
<th>Shows</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>U2</td>
<td>26</td>
<td>$176.1 million</td>
</tr>
<tr>
<td>Bruno Mars</td>
<td>50</td>
<td>$112.4 million</td>
</tr>
<tr>
<td>Metallica</td>
<td>24</td>
<td>$110.3 million</td>
</tr>
<tr>
<td>Garth Brooks</td>
<td>27</td>
<td>$101.4 million</td>
</tr>
<tr>
<td>Guns N’ Roses</td>
<td>38</td>
<td>$98.0 million</td>
</tr>
<tr>
<td>Roger Waters</td>
<td>46</td>
<td>$92.1 million</td>
</tr>
<tr>
<td>Lady Gaga</td>
<td>35</td>
<td>$85.7 million</td>
</tr>
<tr>
<td>Coldplay</td>
<td>18</td>
<td>$83.7 million</td>
</tr>
<tr>
<td>Billy Joel</td>
<td>18</td>
<td>$82.3 million</td>
</tr>
<tr>
<td>Tim McGraw/Faith Hill</td>
<td>70</td>
<td>$79.3 million</td>
</tr>
<tr>
<td>Ed Sheeran</td>
<td>49</td>
<td>$68.2 million</td>
</tr>
<tr>
<td>Red Hot Chili Peppers</td>
<td>53</td>
<td>$67.5 million</td>
</tr>
<tr>
<td>Tom Petty &amp; The Heartbreakers</td>
<td>38</td>
<td>$64.7 million</td>
</tr>
<tr>
<td>Cirque du Soleil - Kurios</td>
<td>50</td>
<td>$61.8 million</td>
</tr>
<tr>
<td>Trans-Siberian Orchestra</td>
<td>62</td>
<td>$61.5 million</td>
</tr>
<tr>
<td>Cirque du Soleil - Lúzia</td>
<td>49</td>
<td>$60.1 million</td>
</tr>
<tr>
<td>The Weeknd</td>
<td>50</td>
<td>$59.7 million</td>
</tr>
<tr>
<td>Eric Church</td>
<td>66</td>
<td>$58.1 million</td>
</tr>
<tr>
<td>Florida Georgia Line</td>
<td>73</td>
<td>$56.2 million</td>
</tr>
<tr>
<td>Luke Bryan</td>
<td>63</td>
<td>$56.0 million</td>
</tr>
<tr>
<td>Paul McCartney</td>
<td>16</td>
<td>$55.8 million</td>
</tr>
<tr>
<td>Dead &amp; Company</td>
<td>26</td>
<td>$51.8 million</td>
</tr>
<tr>
<td>Neil Diamond</td>
<td>37</td>
<td>$43.7 million</td>
</tr>
<tr>
<td>Enrique Iglesias/Pitbull</td>
<td>40</td>
<td>$42.8 million</td>
</tr>
<tr>
<td>Kendrick Lamar</td>
<td>33</td>
<td>$41.4 million</td>
</tr>
<tr>
<td>Jay-Z</td>
<td>28</td>
<td>$39.3 million</td>
</tr>
<tr>
<td>Britney Spears</td>
<td>21</td>
<td>$38.9 million</td>
</tr>
</tbody>
</table>
**50.2 Music Festivals**

Music festivals are concerts featuring several stages with a variety of artists and typically lasting over several days. Reminiscent of Woodstock, these destination events are among the most successful music concerts these days. Nearly 700 music festivals are held across the U.S. each year. Most festivals attract a local audience, but people travel from across the U.S. and internationally for some of the major festivals. The economic impact of Jazz Fest, for example, held annually in New Orleans, is estimated at $300 million, a figure that dwarfs other mega-festivals in terms of economic impact for the host city.

The following are annual music festivals that attract a national and international audience:

**Austin City Limits Music Festival** ([www.aclfestival.com](http://www.aclfestival.com))
- The three-day Austin City Limits Music Festival, named after the legendary PBS concert series, has been held at Zilker Park in Austin since 2002. The ACL Music Festival features more than 130 acts performing on eight stages. Typically, over 70,000 fans attend the festival each day.

**Bonnaroo Music Festival** ([www.bonnaroo.com](http://www.bonnaroo.com))
- Bonnaroo Music Festival, held at Great Stage Park on a 700-acre farm in Manchester, Tennessee (near Nashville), has been the highest grossing music festival each year since 2003. First held in 2002, the annual 4-day music festival generates an estimated $20 million for the local economy. The event costs an estimated $20 million to stage; top artists are paid more than $1 million to perform. The estimated annual gross of $30 million includes approximately $18 million in ticket sales; general admission tickets are priced at $250. Among Bonnaroo’s other revenue sources are concessions, merchandise, onsite RV rentals, and paid showers. The festival typically features around 100 bands and attracts 80,000 fans.

**Coachella Valley Music and Arts Festival** ([www.coachella.com](http://www.coachella.com))
- The Coachella Valley Music and Arts Festival, commonly known as Coachella, has been held annually at the Empire Polo Club in Indio, California, since 1999. Coachella features rock, indie, hip hop, and electronic music as well as large sculptural art. Coachella draws an estimated 75,000 people each of its three days, or an estimated average aggregate of 225,000 attendees. Some 20,000 people camp in tents at a campground site adjacent to the venue grounds.
Essence Music Festival (www.essence.com/festival)
• Held annually since 1995, Essence Music Festival is a three-day celebration of R&B and gospel music with concerts and lounge parties held throughout New Orleans. It is the largest event celebrating African-American culture and music in the United States, and the largest event held in New Orleans. The festival also offers panel discussions focusing on health and family, career and finances, and education and technology. More than 500,000 festival-goers generate nearly $250 million in economic impact for New Orleans.

Lollapalooza (www.lollapalooza.com)
• Held in Chicago since 1991, Lollapalooza features alternative rock, heavy metal, punk rock, and hip hop bands. C3 Presents, the event promoters, pays the City of Chicago $1 million annually for use of Grant Park, where Lollapalooza is held. More than 125 bands perform for 300,000 attendees. In 2010, Lollapalooza expanded to include a second annual event in Santiago, Chile, and has since expanded to several cities in Brazil.

New Orleans Jazz and Heritage Festival (www.nojazzfest.com)
• The New Orleans Jazz & Heritage Festival, commonly referred to as Jazz Fest and held since 1970, is an annual celebration of the music and culture of New Orleans. Total attendance is typically 650,000, with single-day attendance up to 160,000. According to the sponsors, the music encompasses every style associated with the city and the state: jazz, blues, R&B, gospel music, Cajun music, zydeco, Afro-Caribbean, folk music, Latin, rock, rap music, country music, bluegrass, and everything in between. Jazz Fest is held at the Fair Grounds Race Course on the last weekend in April and the first weekend in May. Performances are held at numerous unaffiliated New Orleans nightclubs during the festival’s scheduled two-week period.

Summerfest (www.summerfest.com)
• Summerfest, referred to as The Big Gig, attracts between 800,000 and 1,000,000 people each year and is the world’s largest music festival according to the Guinness World Records. The 11-day event is held at the Henry Maier Festival Park in Milwaukee. Headline acts perform at the Marcus Amphitheater. The first event was held in 1968.

Ultra Music Festival (www.ultramusicfestival.com)
• Ultra Music Festival, held since 2005, is the largest electronic music festival in the world and one of the highest grossing music festivals. The three-day event is held in Miami. More than 165,000 people from over 70 different nations attend Ultra.

Virgin Mobile FreeFest (www.virginmobilefestival.com)
• The Virgin Mobile Festival, launched in 2007, is a spinoff from the V Festivals held in the U.K. and Australia. Sponsored by Virgin Mobile, the festival is free. The festival rotates between venues in the U.S. and Canada. The Virgin Mobile youth
homelessness initiative is the focus of The RE*Generation project, the pro-social effort by Virgin Mobile USA dedicated to raising awareness of the plight of at-risk and homeless youth. Since 2009, FreeFests have raised more than $800,000 and nearly 75,000 volunteers have pledged their time and effort to the cause.

Voodoo Experience (www.thevoodoosexualience.com)
- The Voodoo Experience, commonly referred to as Voodoo, has hosted over 500 artists and has had a cumulative attendance of over one million during its 13-year tenure. Launched in 1999, the festival is held in New Orleans on Halloween weekend or the weekend before Halloween. The Voodoo Experience is known for its blending of high profile national artists from all genres and has been twice nominated for Pollstar’s Music Festival of the Year. The festival has been held at City Park’s Festival Grounds since 2014. Voodoo Music Experience attracts over 100,000.

Winter Music Conference (www.wintermusicconference.com)
- Held each March in South Florida since 1985, the Winter Music Conference is a weeklong electronic music conference aimed at professionals such as DJs, A&R, producers, promoters, and media. Awards, seminars, panel discussions, exhibits, workshops, listening sessions, and more are included in the conference in addition to concerts and live entertainment. More than 100,000 participants from 70 countries attend the conference, with over 500 events held throughout Miami and Miami Beach and more than 2,300 artists and DJs performing.

50.3 Top Grossing Music Festivals
The following were the top grossing music festivals in 2017 (source: Pollstar [www.pollstar.com]):
- Coachella Valley Music and Arts Festival (Indio, CA; April): $114.6 million
- Outside Lands Music & Arts Festival (San Francisco, CA; August): $ 27.9 million
- Classic West (Los Angeles, CA; July): $ 17.1 million
- Life Is Beautiful Festival (Las Vegas, NV; September): $ 16.9 million
- Classic East (New York, NY; July): $ 16.0 million
- Budweiser Made In America (Philadelphia, PA; September): $ 8.1 million
- Hard Summer Music Festival (San Bernardino, CA; August): $ 6.8 million
- Rock On The Range (Columbus, OH; May): $ 6.4 million
MUSICIANS

51.1 Participation

According to Survey of Public Participation in the Arts, published by The National Endowment for the Arts (www.arts.gov), 28 million adults (12% of the adult population) play a musical instrument. Twenty-one million, or 9% of adults, sing, either alone or with others.

51.2 Amateur Musicians

According to the National Association of Music Merchants (NAMM, www.namm.com), there are 62 million amateur musicians in the U.S. The most popular instruments, based on percentage of players, are as follows:

- Piano: 34%
- Guitar: 22%
- Drums: 6%
- Flute: 5%
- Clarinet: 4%
- Saxophone: 4%
- Keyboard: 4%
- Trumpet: 3%
- Violin: 2%

Of these musicians, 52% are female and 48% are male. The following are other findings from the NAMM survey:

- Of the female players, 50% play piano and 8% play guitar.
- Of the male players, 36% play guitar and 17% play piano.
- The guitar is most likely to be played by someone 18 to 34 years of age.
- Ownership of a musical instrument is highest in the western region of the U.S., followed by the Northeast, North Central, and then South Central.
- Musical instrument ownership is more common in upper income households than in lower income households.
- Of those who don’t play actively, 50% still own their instrument, and 18% would start playing again if they had more time.
The 12-to-24 age demographic represents the largest single group of amateur musicians. This has led to increased demand for musical instruments and accessories not only for use at home, but also within the school system.

51.3 Music Retail Sector
According to Musical Instrument Stores Industry Profile, published in September 2017 by First Research (www.firstresearch.com), consumers spend approximately $4.5 billion annually at music stores.

There are approximately 3,700 music stores in the U.S. The industry is fragmented: the 50 largest companies account for about 45% of revenue. Major companies include Guitar Center (www.guitarcenter.com), with 260 U.S. stores, and Sam Ash Music (www.samash.com), with 45 U.S. locations at year-end 2017.

51.4 Market Resources

National Association of Music Merchants, 5790 Armada Drive, Carlsbad, CA 92008. (760) 438-8001. (www.namm.com)
52

NIGHTLIFE

52.1 Market Assessment

According to The Media Audit (www.themediaaudit.com), 25.7% of adults residing in large cities visit a bar or nightclub at least once a month. The cities with the highest percentage of adults who frequently visit bars or nightclubs are as follows:

- Madison, WI: 38.2%
- Minneapolis-Saint Paul, MN: 32.6%
- Cleveland, OH: 32.2%
- Omaha, NE: 31.7%
- St. Louis, MO: 31.5%
- Milwaukee, WI: 31.5%
- Cincinnati, OH: 31.4%
- Denver, CO: 31.4%
- Reno, NV: 31.2%
- Buffalo, NY: 31.1%

According to First Research (www.firstresearch.com), the U.S. bar and nightclub industry includes about 41,000 establishments (single-location companies and branches of multi-location companies), with combined annual revenue of about $24 billion. No major companies dominate; many state liquor laws do not allow large chains. The industry is highly fragmented: the 50 largest companies account for only about 5% of revenue.

The National Restaurant Association (www.restaurant.org) estimates 2017 sales at bars and taverns at $19.8 billion, a 2.5% increase over 2016.

52.2 Bars & Night Clubs

Nightclub and Bar Magazine ranks the top clubs in the United States by estimated revenue as follows:

- XS Nightclub (Las Vegas, NV): $103 million - $105 million
- Hakkasan (Las Vegas, NV): $100 million - $103 million
- Marquee Nightclub (Las Vegas, NV): $80 million - $85 million
- TAO Las Vegas (Las Vegas, NV): $50 million - $55 million
- LIV (Miami Beach, FL): $40 million - $45 million
- Surrender Nightclub (Las Vegas, NV): $40 million - $45 million
- LAVO New York (New York, NY): $30 million - $35 million
- Story (Miami Beach, FL): $25 million - $30 million
- Hyde Bellagio (Las Vegas, NV): $25 million - $30 million
- LAVO Las Vegas (Las Vegas, NV): $20 million - $25 million
- E11EVEN (Miami, FL): $20 million - $25 million
- Seacrets (Oceen City, MD): $20 million - $25 million
- Mango’s Tropical Café (Miami Beach, FL): $20 million - $25 million
- LEVU Dallas (Dallas, TX): $20 million - $25 million
- The Pool After Dark (Atlantic City, NJ): $20 million - $25 million
- Marquee NY (New York, NY): $15 million - $20 million
- PHD at Dream Downtown (New York, NY): $15 million - $20 million
- Chandelier Bar (Las Vegas, NV): $15 million - $20 million
- Tryst Las Vegas (Las Vegas, NV): $15 million - $20 million
- Create Nightclub (Los Angeles, CA): $15 million - $20 million
- Avenu Lounge (Dallas, TX): $15 million - $20 million
- The Abbey Food & Bar (Los Angeles, CA): $10 million - $15 million
- Club Space (Miami, FL): $10 million - $15 million
- Club db Lounge (Downey, CA): $10 million - $15 million
- Temple Nightclub (San Francisco, CA): $10 million - $15 million
- FLUXX (San Diego, CA): $10 million - $15 million
- Roof on the Wit (Chicago, IL): $10 million - $15 million
- Avalon Hollywood (Los Angeles, CA): $10 million - $15 million
- Chateau Nightclub & Rooftop (Las Vegas, NV): $10 million - $15 million
- Float (San Diego, CA): $10 million - $15 million
- Plush (Dallas, TX): $10 million - $15 million
- Avenue (New York, NY): $10 million - $15 million
- Maya Day + Nightclub (Scottsdale, AZ): $10 million - $15 million
- Passion Nightclub (Hollywood, FL): $10 million - $15 million
- Thrive Nightclub (Dallas, TX): $10 million - $15 million
- Landmark Bar & Kitchen (Fort Worth, TX): $10 million - $15 million
- AJ’s Club Bimini (Destin, FL): $10 million - $15 million
- Webster Hall (New York, NY): $10 million - $15 million
- Sutra Nightclub (Newport Beach, CA): $10 million - $15 million
- Heat Ultra Lounge (Anaheim, CA): $10 million - $15 million
- 207 (San Diego, CA): $10 million - $15 million
- Bar Anticipation (Lake Como, NJ): $10 million - $15 million
- Sevilla Nightclub (San Diego, CA): $10 million - $15 million
- Hurricane O'Reilly’s (Boston, MA): $10 million - $15 million
- Shrine (Mashantucket, CT): $10 million - $15 million
- Opera Nightclub (Atlanta, GA): $10 million - $15 million
- VIP Room (New York, NY): $10 million - $15 million
- Marge’s Lakeside Inn (Rochester, NY): $5 million - $10 million
- Ghostbar (Las Vegas, NV): $5 million - $10 million
- Pump Room Bar (Chicago, IL): $5 million - $10 million
<table>
<thead>
<tr>
<th>Location</th>
<th>Annual Revenue</th>
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</thead>
<tbody>
<tr>
<td>The Brahmin (Boston, MA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Kilroy’s Bar n’ Grill (Indianapolis, IN)</td>
<td>$5 million - $10 million</td>
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<td>echostage (Washington, DC)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Emerson Theatre (Los Angeles, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Monarchy (West Palm Beach, FL)</td>
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<tr>
<td>Lagasse’s Stadium (Las Vegas, NV)</td>
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<tr>
<td>Playhouse Nightclub (Los Angeles, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Side Bar (San Diego, CA)</td>
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<tr>
<td>Bassmnt Nightclub (San Diego, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Greystone Manor (Los Angeles, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Havana Club (Atlanta, GA)</td>
<td>$5 million - $10 million</td>
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<td>Cake Nightclub (Scottsdale, AZ)</td>
<td>$5 million - $10 million</td>
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<td>The Library Bar (Chicago, IL)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Shade Lounge (Scottsdale, AZ)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Dream Nightclub (Miami, FL)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Baja Sharkeez (Newport Beach, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Bond Bar (Las Vegas, NV)</td>
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<td>Vesper Bar (Las Vegas, NV)</td>
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<td>The Bourbon Room (Las Vegas, NV)</td>
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<td>Grizzly Rose (Denver, CO)</td>
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<td>High Rollers (Mashantucket, CT)</td>
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<td>Baja Sharkeez (Hermosa Beach, CA)</td>
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<tr>
<td>Sandbar Cocina Y Tequila (Santa Barbara, CA)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Celebrations Nitelife (Myrtle Beach, SC)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Panama Joe’s Cantina (Long Beach, CA)</td>
<td>$5 million - $10 million</td>
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<td>The Scorpion Bar (Mashantucket, CT)</td>
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<td>The Estate (Boston, MA)</td>
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<tr>
<td>The Huxley (Washington, DC)</td>
<td>$5 million - $10 million</td>
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<tr>
<td>Baja Sharkeez (Huntington Beach, CA)</td>
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<tr>
<td>RIO Nightclub (Austin, TX)</td>
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<tr>
<td>Bounce Sporting Club (New York, NY)</td>
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<tr>
<td>La Puerta (San Diego, CA)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Kingston Mines (Chicago, IL)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Teak Neighborhood Grill (Orlando, FL)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Round-Up Saloon (Dallas, TX)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Whiskey River (Houston, TX)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>SHOTS Miami (Miami, FL)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Southern Railway Taphouse (Richmond, VA)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Skooter’s Roadhouse (Shorewood, IL)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Proof Rooftop Lounge (Houston, TX)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Sisu Uptown (Dallas, TX)</td>
<td>$3 million - $5 million</td>
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<tr>
<td>Barley House (Cleveland, OH)</td>
<td>$3 million - $5 million</td>
</tr>
<tr>
<td>Drink Houston (Houston, TX)</td>
<td>$3 million - $5 million</td>
</tr>
</tbody>
</table>
• The Wild Rover (Boston, MA): $3 million - $5 million
• Eagles Nest Rockin’ Country Bar (Chesapeake, VA): $3 million - $5 million
• Southern Junction (Royse City, TX): $3 million - $5 million
• Chilkoot Charlie’s (Anchorage, AK): $3 million - $5 million
• Wild West (San Antonio, TX): $3 million - $5 million
• Luxx Nightclub (Dallas, TX): $3 million - $5 million
• The Raven (New York, NY): $3 million - $5 million

52.3 Jazz Clubs

According to a study by the Princeton University Center for Arts and Cultural Studies (www.princeton.edu/culturalpolicy/), 10.8 million people visit a jazz club or hear a jazz performance at least once a year.

Arts America (www.artsamerica.org) rates the following as the best U.S. cities for jazz clubs:
• Boston, MA
• Chicago, IL
• Los Angeles, CA
• New Orleans, LA
• New York, NY
• San Francisco, CA
• Seattle, WA
• Washington, DC

Downbeat publishes an annual list of 150 Great Jazz Venues. The 2018 list is as follows:

Arizona
• Elliott’s On Congress (Tucson)
• Pastiche (Tucson)
• The Nash (Phoenix)

California
• Bach Dancing & Dynamite Society (Half Moon Bay)
• Blue Note Napa (Napa)
• Blue Whale (Los Angeles)
• Catalina Bar & Grill (Los Angeles)
• Kuumbwa Jazz Center (Santa Cruz)
• Lobero Theatre (Santa Barbara)
• Savanna Jazz (San Carlos)
• Sequois Room (Fort Bragg)
• The Baked Potato (Studio City)
• The Sound Room (Oakland)
• Upstairs at Vitello’s (Studio City)
• Vibrato Grill Jazz (Los Angeles)
• Yoshi’s Oakland (Oakland)

Colorado
• Dazzle Jazz (Denver)
• El Chapultepec (Denver)
• Nocturne (Denver)

Connecticut
• Firehouse 12 (New Haven)
• The Side Door Jazz Club (Old Lyme)

District of Columbia
• Blues Alley (Washington)
• KC Jazz Club at the Kennedy Center (Washington)
• Twins Jazz Lounge (Washington)

Florida
• Blue Bamboo Center for the Arts (Winter Park)
• Bradfordville Blues Club (Tallahassee)
• Heidi’s Jazz Club (Cocoa Beach, FL)

Georgia
• Velvet Note (Alpharetta)

Illinois
• Andy’s Jazz Club (Chicago)
• B.L.U.E.S. (Chicago)
• Buddy Guy’s Legends (Chicago)
• Constellation (Chicago)
• Elastic Arts (Chicago)
• The Green Mill (Chicago)
• The Iron Post (Urbana)
• Jazz Showcase (Chicago)
• Kingston Mines (Chicago)
• Space (Evanston)
• 210 Restaurant & Live Music Lounge (Highwood)
• Winter’s Jazz Club (Chicago)

Indiana
• Chatterbox Jazz Club (Indianapolis)
• The Jazz Kitchen (Indianapolis)
Louisiana
• Blue Nile (New Orleans)
• d.b.a (New Orleans)
• Fritzel’s European Jazz Pub (New Orleans)
• Jazz Playhouse (New Orleans)
• Palm Court Jazz Club (New Orleans)
• Preservation Hall (New Orleans)
• Prime Example (New Orleans)
• Snug Harbor Jazz Bistro (New Orleans)
• Spotted Cat (New Orleans)
• The Maison (New Orleans)
• The Maple Leaf Bar (New Orleans)
• Three Muses (New Orleans)
• Tipitina’s (New Orleans)

Maryland
• An Die Musik Live (Baltimore)
• Bethesda Blues & Jazz Supper Club (Bethesda)
• Canton Castle Lounge & Package Goods (Baltimore)

Massachusetts
• Chianti Tuscan Restaurant & Jazz Lounge (Beverly)
• Lilypad (Cambridge)
• Regattabar (Cambridge)
• Scullers Jazz Club (Boston)
• Wally’s Cafe Jazz Club (Boston)

Michigan
• Baker’s Keyboard Lounge (Detroit)
• Bert’s Market Place (Detroit)
• Cliff Bell’s (Detroit)
• Dirty Dog Jazz Cafe (Grosse Pointe)
• Jazz Cafe at Music Hall (Detroit)
• Kerrytown Concert House (Ann Arbor)

Minnesota
• Crooners Lounge & Supper Club (Minneapolis)
• Dakota Jazz Club (Minneapolis)
• Jazz Central Studios (Minneapolis)

Mississippi
• Ground Zero Blues Club (Clarksdale)
Missouri
- Ferring Jazz Bistro (St. Louis)
- Murry’s (Columbia)
- The Blue Room (Kansas City)

New Jersey
- Robin’s Nest Rhythm & Blues (Linden)
- Shanghai Jazz (Madison)
- Trumpets Jazz Club (Montclair)

New York
- 55 Bar (New York)
- Birdland (New York)
- Blue Note (New York)
- Club Bonafide (New York)
- Cornelia Street Cafe (New York)
- Dizzy’s Club Coca-Cola (New York)
- Fat Cat (New York)
- Iridium (New York)
- Jazz Standard (New York)
- Le Poisson Rouge (New York)
- Mezzrow (New York)
- Minton’s (New York)
- Nublu (New York)
- ShapeShifter Lab (Brooklyn)
- Smalls (New York)
- Smoke (New York)
- The Jazz Gallery (New York)
- The Stone (New York)
- The Village Vangard (New York)

New Mexico
- Outpost (Albuquerque)

North Carolina
- Beyu Caffe (Durham)

Ohio
- Blu Jazz+ (Akron)
- Nightown (Cleveland)
Oregon
• Jo Bar & Rotisserie (Portland)
• The Jack London Revue (Portland)
• Wilfs Restaurant & Bar (Portland)

Pennsylvania
• Chris’ Jazz Cafe (Philadelphia)
• Deer Head Inn (Delaware Water Gap)
• MCG (Pittsburgh)
• South Jazz Parlor (Philadelphia)

South Carolina
• The Jazz Corner (Hilton Head Island)

Tennessee
• Alfred’s on Beale (Memphis)
• Rudy’s Jazz Room (Nashville)
• The Jazz Cave (Nashville)

Texas
• Carmen’s De La Calle (San Antonio)
• Cexane (Houston)
• Elephant Room (Austin)
• Scat Jazz Lounge (Fort Worth)

Washington
• Dimitriou’s Jazz Alley (Seattle)
• Egan’s Ballard Jam House (Seattle)
• The Royal Room (Seattle)
• Tula’s (Seattle)

Wisconsin
• Jazz Gallery Center for the Arts (Milwaukee)
• The Jazz Estate (Milwaukee)

52.4 Market Resources
Bars & Nightclubs Industry Profile, First Research, March 2018.
53

OUTDOOR LEISURE & RECREATION

53.1 Overview

According to the Outdoor Recreation Participation Topline Report 2017, published by the Outdoor Industry Association (www.outdoorindustry.org), 49% of Americans ages six and older (144 million people) engage in outdoor recreation. Collectively they go on 11 billion outdoor outings each year.

Outdoor leisure and recreation includes a wide range of activities, several categories of which are assessed throughout this handbook, as follows:

- Bicycling. Chapter 6
- Fishing. Chapter 29
- Gardening. Chapter 32
- Golf. Chapter 34
- Hiking. Chapter 35
- Hunting. Chapter 41
- Motorcycling. Chapter 46
- Recreational Boating. Chapter 60
- Running. Chapter 62
- Tennis. Chapter 74
- Walking. Chapter 81
- Wildlife Watching. Chapter 82

The following outdoor activities are assessed in this chapter:

- Camping
- Gold prospecting
- Kiteflying
- Paddling sports
- Skydiving
- Treasure hunting
- Ultimate frisbee

53.2 Camping

According to the U.S. Travel Association (USTA, www.ustravel.org), one third of U.S. adults say they have gone on a camping trip in the past five years. Camping vacationers tend to be married with children at home. The average age of travelers who go camping is 37, and their median household income is $43,000. People who go camping also tend to enjoy hiking, biking, and canoeing. Fifty-nine percent (59%) of campers said they traveled with their spouse on their most recent outdoor vacation, and nearly half traveled with their children.

Including equipment, travel, and all related expenditures, outdoor camping is a $5 billion annual business in the United States.

Among those who camp, recreational vehicle (RV) camping is most popular. According to the Recreation Vehicle Industry Association (RVIA, www.rvia.org), there are nearly 30 million RV enthusiasts in the U.S., including renters, with over 9 million RVs on the road. Nearly one in 10 U.S. households own at least one RV.

According to the National Association of RV Parks & Campgrounds (ARVC, www.arvc.org), nearly 23 million adults, about 10% of the total population, have taken an overnight trip to a campground or RV park/resort within the past two years.

According to Trailblaze.com, there are over 17,000 campgrounds in the U.S. The following links to a list of the most popular campgrounds in the U.S.: www.rkma.com/campgrounds.pdf.

### 53.3 Gold Prospecting

An estimated two million people have panned for gold in the U.S., mostly at commercial sites.

The Gold Prospectors Association of America (GPAA, www.goldprospectors.org), the largest prospecting organization in the U.S., has approximately 100,000 members and over 40 local chapters.

The number of amateurs who go prospecting in California is in the tens of thousands. Many look for gold from near the Oregon border to the Mother Lode near Yosemite to the deserts in the southern regions of the state.

“More than 150 years after the great Gold Rush, which propelled California’s development, the prospect of striking it rich prospecting for gold remains very much alive.”

*USA Today*

A streak of gold mines and gold prospecting sites extend from near Montgomery, Alabama, to Washington, D.C. North Carolina, South Carolina, Georgia, and Virginia have many gold mines and prospecting sites.

53.4 Kiteflying

The American Kitefliers Association (AKA, www.kite.org) estimates that about 100,000 people engage in kiteflying as a leisure activity.

“Harnessing the wind is not only fun, but it also provides a healthy opportunity to enjoy the outdoors.”

John Barresi, Editor
Kitelife

According to John Barresi, Editor of Kitelife, the following are the best locales for kiteflying:

• Cesar Chavez Park (Berkeley, CA)
• Clearwater, FL - beaches
• Cleveland, OH - Lake Erie beaches
• Grand Haven State Park (Grand Haven, MI)
• Long Beach Peninsula, WA
• Ocean City, MD - beach
• Santa Monica, CA - beaches
• South Padre Island, TX
• Wildwood, NJ - beaches
• Wright Brothers National Memorial (Kill Devil Hills, NC)

53.5 Paddling Sports

According to the Sports & Fitness Industry Association, participation in paddling sports has been as follows:
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</tr>
</thead>
<tbody>
<tr>
<td>Canoeing</td>
<td>10.2</td>
<td>9.8</td>
<td>10.2</td>
<td>10.0</td>
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<td>9.2</td>
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<tr>
<td>Kayaking</td>
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<td>8.2</td>
<td>8.7</td>
<td>8.9</td>
<td>9.5</td>
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<tr>
<td>Rafting</td>
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<td>3.8</td>
<td>3.8</td>
<td>3.8</td>
<td>3.9</td>
<td>3.4</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Paddling sports are popular in metropolitan areas as well as in back country areas.

“No need to head to the wilderness for a paddling adventure. Most cities are built on water, which means you can kayak, canoe, and even whitewater-raft just a few miles from downtown. Many cities have greenbelts associated with their waterway.”

David Brown, Executive Director
American Outdoors Association
The following are among the most popular urban areas for paddling:

- **Atlanta, GA:** Chattahoochee River National Recreation Area (http://nps.gov/chat/index.htm)
- **Austin, TX:** Lady Bird Lake (https://austintexas.gov/page/lady-bird-lake)
- **Boise ID:** Boise River (http://cityofboise.org/departments/parks/page17909.aspx)
- **Minneapolis, MN:** Mississippi River (www.abovethefallssports.com)
- **Reno, NV:** Truckee River Whitewater Park (www.reno.gov/government/departments/parks-recreation-community-services/parks-trails/whitewater-park)
- **Richmond, VA:** James River (www.jamesriverpark.org)
- **San Francisco, CA:** Golden Gate National Recreation Area (www.seatrek.com)
- **Seattle, WA:** Puget Sound and Lake Union (www.visitseattle.org)
- **Washington, DC:** Potomac River (www.washington.org)
- **Wausau, WI:** Wisconsin River - Whitewater Park (www.wausauwhitewater.org)

### 53.6 Skydiving

Skydivers make an estimated 3.2 million jumps each year in the United States. Most people make their first jump with an experienced instructor in the form of a tandem skydive.

The United States Parachute Association (USPA; www.uspa.org), the primary organization for skydivers in the United States, has 35,000 members.

The demographics of USPA members are as follows:

**Gender**
- Female: 13%
- Male: 87%

**Age**
- 16-to-30: 24%
- 31-to-39: 29%
- 40-to-49: 23%
- 50-to-59: 16%
- Over 60: 8%

The following links to a list of the larger skydiving operators in the U.S.: www.rkma.com/skydiving.pdf.

### 53.7 Treasure Hunting

The intrigue of striking it rich by finding a lost or overlooked treasure appeals to millions of people. Treasures waiting to be found in the Americas include buried
caches of money and gold coins, sunken pirate and merchant ships, lost mines, ancient artifacts, meteorites, and fossils.

So popular is treasure hunting, there are four major magazines and hundreds of books on finding treasures.

According to the World Wide Association of Treasure Seekers (www.wwats.org), over one million metal detectors, with an average price between $350 and $500, are sold annually in the U.S. About 60% of treasure hunters typically pay for their investment within a year with the value of their finds.

Millions of dollars’ worth of gold was lost or unaccounted for after the Civil War, and treasure hunters are still looking for hidden or lost caches at various sites in several southern and eastern states. One such site is in northwest Pennsylvania, where legend has it that a wagon train carrying 52 fifty-pound gold bars was lost en route to pay Union soldiers encampments at Gettysburg. Hopes for finding the gold, valued at $11 million, were rekindled in March 2018 when the F.B.I. joined the hunt.

_________________________________________________________________
“For decades, treasure hunters in Pennsylvania have suspected that there is a trove of Civil War gold lost in a rural forest in the northwestern part of the state. Last week, F.B.I. representatives showed up at a site in Dents Run, Elk County. The sudden and apparently secretive appearance of federal investigators at the site has deepened the mystery over the fate of the gold bars that has persisted for more than a century, despite the efforts and hopes of treasure hunters, the study of historians, and the years of scrutiny by local news media.”

The New York Times, 3/21/18

_________________________________________________________________

53.8 Ultimate Frisbee

Ultimate Frisbee, commonly called Ultimate, is a rapidly growing non-contact sport played with a flying disc. The object of the game is to score points by passing the disc to a player in the opposing end-zone, similar to an end-zone in American football or rugby.
According to the 2018 SFIA Participation Topline Report, 3.1 million people play Ultimate; 850,000 do so 13 or more times a year.

According to USA Ultimate (www.usaultimate.org), the national governing body for the sport of Ultimate, there are over 600 college teams in North America. Separated into Open (nearly 450 teams) and Women’s (around 200 teams) Divisions, teams compete in the UFA Championship series during the spring, with winners advancing to nationals to compete for the championship title in May.

Ultimate is hugely popular in the Pacific Northwest region, and co-ed leagues offer games for players of every level. The Potlatch Tournament, held annually in July, attracts the West Coast’s best players.

53.9 Market Resources
American Outdoors Association, P.O. Box 10847, Knoxville, TN 37939. (800) 524-4814. (www.americaoutdoors.org)

Association of Outdoor Recreation and Education, 1100 North Main Street, Suite 111, Ann Arbor, MI 48104. (810) 299-2782. (www.aore.org)


54.1 Overview

An estimated 80% of Americans live, work, and play in urban areas. Urban greenspace provides a range of tangible benefits, such as mitigating air and water pollution, combating suburban sprawl, providing opportunities for recreation, reducing crime and fostering cohesive neighborhoods, attracting businesses, and stabilizing property values. As part of a broader urban agenda, investing in open space can serve as an anchor for revitalizing neighborhoods and building healthy communities.

Many city parks serve as a cornerstone for leisure activities through such offerings as a zoo, museums, restaurants, and botanical gardens. Festivals, outdoor concerts, summer theater, seasonal farmers’ markets, and other cultural attractions hosted at parks also have appeal.

54.2 Market Assessment

The 2017 NRPA Agency Performance Review, by the National Recreation and Park Association (www.nrpa.org), reported local and regional park agencies had operations expenditures of $37.4 billion; 29% was generated from fees and activities.

54.3 Top City Parks

According to the Trust For Public Land (TPL, www.tpl.org), the following are the most-visited city parks* in the U.S.:

- Central Park (New York, NY): 40,000,000
- National Mall & Memorial Parks (Washington, DC): 29,721,000
- Lincoln Park (Chicago, IL): 20,000,000
- Mission Bay Park (San Diego, CA): 16,500,000
- Balboa Park (San Diego, CA): 14,000,000
- Golden Gate Park (San Francisco, CA): 14,000,000
- Forest Park (St. Louis, MO): 12,000,000
- Griffith Park (Los Angeles, CA): 12,000,000
- Coney Island Beach and Boardwalk (New York, NY): 10,600,000
- Fairmount Park (Philadelphia, PA): 10,000,000
- Cleveland Lakefront State Park (Cleveland, OH): 8,431,000
- Prospect Park (New York, NY): 8,000,000
- Fair Park (Dallas, TX): 5,531,500
<table>
<thead>
<tr>
<th>Park Name</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hermann Park (Houston, TX)</td>
<td>5,467,978</td>
</tr>
<tr>
<td>Chain of Lakes Regional Park (Minneapolis, MN)</td>
<td>5,361,200</td>
</tr>
<tr>
<td>Liberty State Park (Jersey City, NJ)</td>
<td>5,326,978</td>
</tr>
<tr>
<td>City Park (New Orleans, LA)</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Old Sacramento State Historic Park (Sacramento, CA)</td>
<td>5,000,000</td>
</tr>
<tr>
<td>The Presidio (San Francisco, CA)</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Veterans Park (Milwaukee, WI)</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Como Park (Saint Paul, MN)</td>
<td>4,476,100</td>
</tr>
<tr>
<td>Bryant Park (New York, NY)</td>
<td>4,200,000</td>
</tr>
<tr>
<td>Belle Isle Park (Detroit, MI)</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Lakeside Park/Lake Merritt (Oakland, CA)</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Millennium Park (Chicago, IL)</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Piedmont Park (Atlanta, GA)</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Statue of Liberty National Monument (New York, NY)</td>
<td>3,833,288</td>
</tr>
<tr>
<td>Independence National Historical Park (Philadelphia, PA)</td>
<td>3,751,007</td>
</tr>
<tr>
<td>Green Lake Park (Seattle, WA)</td>
<td>3,650,000</td>
</tr>
<tr>
<td>White River State Park (Indianapolis, IN)</td>
<td>3,500,000</td>
</tr>
<tr>
<td>Ziker Park (Austin, TX)</td>
<td>3,275,600</td>
</tr>
<tr>
<td>Memorial Park (Houston, TX)</td>
<td>3,246,000</td>
</tr>
<tr>
<td>Centennial Olympic Park (Atlanta, GA)</td>
<td>3,200,000</td>
</tr>
<tr>
<td>Battery Park (New York, NY)</td>
<td>3,000,000</td>
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<tr>
<td>San Antonio Riverwalk (San Antonio, TX)</td>
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<tr>
<td>White River Greenway (Indianapolis, IN)</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Riverside Park (New York, NY)</td>
<td>2,800,000</td>
</tr>
<tr>
<td>Boston National Historical Park (Boston, MA)</td>
<td>2,644,465</td>
</tr>
<tr>
<td>Drew Field (Jacksonville, FL)</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Tower Grove Park (St. Louis, MO)</td>
<td>2,485,300</td>
</tr>
<tr>
<td>Jefferson National Expansion Memorial (St. Louis, MO)</td>
<td>2,436,110</td>
</tr>
<tr>
<td>Rockaway Beach and Boardwalk (New York, NY)</td>
<td>2,300,000</td>
</tr>
<tr>
<td>Lake Harriet Park/Lyndale Park (Minneapolis, MN)</td>
<td>2,250,000</td>
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<tr>
<td>Boston Common (Boston, MA)</td>
<td>2,200,000</td>
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<tr>
<td>Swope Park (Kansas City, MO)</td>
<td>2,100,000</td>
</tr>
<tr>
<td>City Park (Denver, CO)</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Garden of the Gods Park (Colorado Springs, CO)</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Lyon Park (St. Louis, MO)</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Rock Creek Park (Washington, DC)</td>
<td>1,883,457</td>
</tr>
<tr>
<td>Delaware Park (Buffalo, NY)</td>
<td>1,800,000</td>
</tr>
<tr>
<td>First Landing State Park (Virginia Beach, VA)</td>
<td>1,762,464</td>
</tr>
<tr>
<td>Schenley Park and Plaza (Pittsburgh, PA)</td>
<td>1,750,000</td>
</tr>
<tr>
<td>Country/Jaycee Park (Greensboro, NC)</td>
<td>1,586,316</td>
</tr>
<tr>
<td>Encanto Park (Phoenix, AZ)</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Louisville Waterfront Park (Louisville, KY)</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Park at Lady Bird Lake (Austin, TX)</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Point State Park (Pittsburgh, PA)</td>
<td>1,500,000</td>
</tr>
</tbody>
</table>
• Town Lake Metropolitan Park (Austin, TX): 1,500,000
• Trinity Park (Fort Worth, TX): 1,500,000
• San Antonio Missions National Historical Park (San Antonio, TX): 1,304,690
• Balloon Fiesta Park (Albuquerque, NM): 1,300,000
• Chugach State Park (Anchorage, AK): 1,200,000
• Monon Greenway Park (Indianapolis, IN): 1,200,000
• The Esplanade (Boston, MA): 1,100,000
• Centennial Park (Santa Ana, CA): 1,040,000
• Burke-Gilman Trail (Seattle, WA): 1,000,000
• Bushnell Park (Hartford, CT): 1,000,000
• Centennial Park (Nashville, TN): 1,000,000
• Eden Park (Cincinnati, OH): 1,000,000
• Jackson Square (New Orleans, LA): 1,000,000
• Longview Lake Park (Kansas City, MO): 1,000,000
• Myriad Gardens (Oklahoma City, OK): 1,000,000
• Overton Park (Memphis, TN): 1,000,000
• Tower Grove Park (St. Louis, MO): 1,000,000
• Timucuan Ecological & Historic Preserve (Jacksonville, FL): 993,948
• Nu’uanu Pali State Wayside (Honolulu, HI): 905,300
• T.O. Fuller State Park (Memphis, TN): 856,338
• Discovery Green (Houston, TX): 850,000
• McCormick-Stillman Park (Scottsdale, AZ): 850,000
• Park Road Park (Charlotte, NC): 815,980
• South Mountain Park (Phoenix, AZ): 787,305
• Audubon Park (New Orleans, LA): 770,000
• Cabrillo National Monument (San Diego, CA): 763,140
• Al Lopez [Horizon] Park (Tampa, FL): 750,000
• Franke Park (Fort Wayne, IN): 750,000
• Mount Trashmore Park (Virginia Beach, VA): 711,651
• Land Park (Sacramento, CA): 710,000
• Woodward Park (Fresno, CA): 700,500
• Randall’s Island (New York, NY): 700,000
• Freedom Park (Charlotte, NC): 682,000
• Martin Luther King, Jr. National Historic Site (Atlanta, GA): 658,452
• El Dorado Park (Long Beach, CA): 645,000
• Fairmount Park (Riverside, CA): 641,000
• Eagle Creek Park (Indianapolis, IN): 635,206
• Diamond Head State Monument (Honolulu, HI): 634,300
• Julia Davis Park (Boise, ID): 629,067
• Fort McHenry National Monument (Baltimore, MD): 611,582
• Ottawa Park (Toledo, OH): 600,000
• William B. Umstead State Park (Raleigh, NC): 595,424
• Lewis and Clark Landing (Omaha, NE): 587,399
• Hermann Square (Houston, TX): 584,000
<table>
<thead>
<tr>
<th>Park Name</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>William W. Powers State Recreation Area (IL)</td>
<td>575,000</td>
</tr>
<tr>
<td>Pioneers Park (NE)</td>
<td>550,000</td>
</tr>
<tr>
<td>Pullen Park (NC)</td>
<td>540,000</td>
</tr>
<tr>
<td>Tranquility Park (TX)</td>
<td>517,000</td>
</tr>
<tr>
<td>Sawyer Point (OH)</td>
<td>506,123</td>
</tr>
<tr>
<td>Cherokee Park (KY)</td>
<td>500,000</td>
</tr>
<tr>
<td>Heritage Park (CA)</td>
<td>500,000</td>
</tr>
<tr>
<td>Meridian Hill Park (DC)</td>
<td>500,000</td>
</tr>
<tr>
<td>Mohawk Park (OK)</td>
<td>500,000</td>
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<tr>
<td>Riverside Park - Central (OK)</td>
<td>500,000</td>
</tr>
<tr>
<td>Seneca Park (KY)</td>
<td>500,000</td>
</tr>
<tr>
<td>Shelby Farms Park (TN)</td>
<td>500,000</td>
</tr>
<tr>
<td>Warner Park (WI)</td>
<td>500,000</td>
</tr>
<tr>
<td>Adobe Dam Recreation Area (AZ)</td>
<td>438,310</td>
</tr>
<tr>
<td>Bayfront Park (FL)</td>
<td>433,362</td>
</tr>
<tr>
<td>Town Square (AK)</td>
<td>425,000</td>
</tr>
</tbody>
</table>

* State Parks and National Park Service properties located within cities are included.

The following cities have the largest budgets for city parks (source: TPL):

- New York, NY: $1,364,246,406
- Chicago, IL: $472,102,995
- Los Angeles, CA: $317,485,144
- Washington, DC: $223,588,164
- Seattle, WA: $194,267,589
- San Francisco, CA: $181,309,048
- San Jose, CA: $162,589,191
- San Diego, CA: $151,170,585
- San Antonio, TX: $136,788,147
- Phoenix, AZ: $126,399,653
- Philadelphia, PA: $103,277,592
- Austin, TX: $98,280,978
- Minneapolis, MN: $91,909,094
- Portland, OR: $85,938,414
- Houston, TX: $82,103,769
- Boston, MA: $79,884,432
- Long Beach, CA: $78,648,536
- Las Vegas, NV: $75,573,194
- Fort Worth, TX: $70,330,955
- Virginia Beach, VA: $70,080,356

The following cities have the largest spending per capita for city parks (source: TPL):

- Washington, DC: $346
- Seattle, WA: $298

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• Arlington, VA: $249
• Minneapolis, MN: $230
• San Francisco, CA: $217
• Irvine, CA: $211
• Cincinnati, OH: $176
• Saint Paul, MN: $175
• Chicago, IL: $174
• Long Beach, CA: $168

54.4 ParkScore
Since 2012, the Trust for Public Lands has measured how well the largest U.S. cities are meeting the need for parks using the ParkScore Index. The index rates on three measures, as follows:
• Park access, which measures the percentage of residents living within about a half-mile of a park
• Park size, based on a city’s median park size and the percentage of total city area dedicated to parks
• Services and investment, a combination of the number of playgrounds per 10,000 city residents and per capita spending

The 2017 ParkScore assessment, which evaluated 99 metropolitan areas, ranked the top city park systems as follows:
1. Minneapolis, MN
2. Saint Paul, MN
3. San Francisco, CA
4. Washington, DC
5. Portland, OR
6. Arlington, VA
7. Irvine, CA
8. New York, NY
9. Madison, WI
10. Cincinnati, OH

The complete ranking of park systems is posted at http://parkscore.tpl.org/rankings.php.

54.5 New Parks
New park development and expansions are being seen throughout the U.S. as many regions are moving away from the sprawled suburban developments that first drew attention away from urban centers and their area parks.
Over the past five years, 29 of the nation’s largest cities have added nearly 14,000 acres of new park land. The biggest increases in park space have been in sprawling municipalities like Houston and Jacksonville, but even densely packed older cities such as Cleveland (with 187 new acres) and Philadelphia (22 acres) are finding ways to create new open space. The following are examples:

Atlanta, GA
• The BeltLine (www.beltline.org) – estimated at $1.7 billion to $2.8 billion – adds bike trails, running trails, park space, and mass transit to area surrounding downtown. Upon completion the project will double Atlanta’s park acreage and become the city’s largest park. The first portion of the park, a multi-use trail, opened in 2011. Four trail segments were completed at year-end 2017. The complete 22-mile historic rail corridor and 33 miles of multi-use trails will be opened in phases through 2030 and bringing together 45 intown neighborhoods.

Houston, TX
• Private donors financed Discovery Green (www.discoverygreen.com), a 12-acre park located near several major hotels, the George R. Brown Convention Center, and two of the city’s sports venues: Toyota Center and Minute Maid Field. Opened in 2008, events, festivals, performances, and children’s festivities are held at the $122 million park.

Los Angeles, CA
• Grand Park (www.grandparkla.org) opened in 2012. Designed for a major concert, a farmers’ market, or a participatory dance recital, the park attracts office workers, suburbanites from across the region, tourists, and urban dwellers who call downtown L.A. home.

“Sandwiched between City Hall and Disney Hall, Grand Park is the latest attempt to revitalize a neighborhood where sidewalks once rolled up by nightfall but now bustles with a new restaurant or bar opening seemingly every week. Depending on whom you ask, it elicits comparisons to New York’s Central Park or San Francisco’s Union Square – and a couple of the most enthusiastic supporters even liken it to the Champs-Elysees.”

The New York Times

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Irvine, CA
• Portions of Orange County Great Park (www.ocgp.org) opened in 2011. At the Great Balloon Park, the first attraction to open, free flights rise 400 feet above the surrounding landscape, serving as a public observation deck for the Great Park’s development. Construction continues and, when complete, the $1.1 billion Great Park will be 60% larger than New York’s Central Park. Located on a former military base, the park will include a 2.5-mile man-made canyon and a massive wildlife corridor. The plan also calls for museums, open space, sports facilities, riparian corridors, commercial agriculture, botanical gardens, woodlands, and 45 holes of golf.

Memphis, TN
• The 4,500-acre Shelby Farms (www.shelbyfarmspark.org), a former prison farm, opened as a recreational area in the 1970s. A master plan was put in place in 2008 to direct a major re-design of the park. An 18-hole disc golf course opened in 2010 near the welcome center of the park, and additional hiking and biking trails have been added. The Tour de Wolf, an unpaved trail, takes hikers and bikers through the woods of Shelby Farms Park for 6.1 miles. Horseback riding is allowed in parts of the park and on a few trails. Bison have been introduced to the park and one million trees are being planted. An extension of Patriot Lake is planned to accommodate more boating and surfing activities. There is also a working farm in the park.

Miami, FL
• Construction of The Underline, a 10-mile walkway under the Metrorail, from the Miami River to Dadeland South Station, began in 2016 and will continue to 2022. The Underline will become a world-class urban trail creating a walkable, bikeable corridor to improve connectivity between surrounding neighborhoods with downtown destinations.

New York, NY
• Among the most ambitious park developments is the plan to convert the Fresh Kills landfill in Staten Island to a 2,315-acre recreation area. The former landfill will include biking trails, boating and fishing spots, waterfront restaurants, and art. At 2,200 acres, Freshkills Park will be almost three times the size of Central Park and the largest park developed in New York City in over 100 years. The site is already rich in birdlife and areas of the site were opened to visitors in 2012 for birdwatching as well as to view the projects under construction.

Seattle, WA
• Olympic Sculpture Park (www.seattleartmuseum.org/visit/olympic-sculpture-park), a nine-acre park which opened in 2007, was built on a former oil-transfer site. The sculpture park is visited by about 400,000 people annually.
54.6 Fitness Parks

Free outdoor gyms are being added to city parks across the U.S. The Fitness Zones program, developed in 2009 by the Trust for Public Land, serves as a model for the fitness gyms and helps cities fund fitness parks. Zones usually have six to eight exercise units but some, such as one in New Orleans, have 18.

In Florida, Miami-Dade County’s Parks, Recreations and Open Spaces has 11 Fitness Zones, with plans to add them in all 40 parks.

St. Petersburg, Florida, opened five Fitness Zones. One, the Azalea Park Fitness Zone near the Veterans Hospital, is the first in the nation to have equipment that is wheelchair accessible.

“In 30 years as parks and recreation director, I have never seen as much of an immediate impact. One of our goals is to improve the health of our citizens. It’s just really been a win, win, win, win.”

Sherry McBee, Director
Parks and Recreation Department
St. Petersburg, Florida

In California, Los Angeles County has 41 fitness areas in its parks.

54.7 Market Resources


National Recreation and Park Association, 22377 Belmont Ridge Road, Ashburn, VA 20148. (800) 626-6772. (www.nrpa.org)

Trust For Public Land, 660 Pennsylvania Avenue SE, Suite 401, Washington, DC 20003. (202) 543-7552. (www.tpl.org)
The National Park System is administered by the National Park Service (NPS, www.nps.gov). Visits to parks and properties within the National Park System have been as follows:
• 2001: 279.9 million
• 2002: 277.3 million
• 2003: 276.1 million
• 2004: 276.9 million
• 2005: 273.5 million
• 2006: 272.6 million
• 2007: 275.6 million
• 2008: 274.8 million
• 2009: 285.6 million
• 2010: 281.3 million
• 2011: 278.9 million
• 2012: 282.8 million
• 2013: 273.6 million
• 2014: 292.8 million
• 2015: 307.2 million
• 2016: 331.0 million
• 2017: 330.9 million

Ninety percent (90%) of Americans live within 60 minutes of a National Park. National parks have a $12 billion economic impact on local and state economies.

There are 372 units of the National Park System. Designations and number of visitors in 2017 were as follows:

<table>
<thead>
<tr>
<th>Units</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Battlefield (NB):</td>
<td>10 1,964,826</td>
</tr>
<tr>
<td>National Battlefield Park (NBP):</td>
<td>4 3,662,129</td>
</tr>
<tr>
<td>National Historic Site (NHS):</td>
<td>76 10,357,917</td>
</tr>
<tr>
<td>National Historical Park (NHP):</td>
<td>44 33,497,791</td>
</tr>
<tr>
<td>National Lakeshore (NL):</td>
<td>4 4,821,208</td>
</tr>
<tr>
<td>National Memorial (NMEM):</td>
<td>29 40,096,189</td>
</tr>
<tr>
<td>National Military Park (NMP):</td>
<td>9 4,698,928</td>
</tr>
<tr>
<td>National Monument (NM):</td>
<td>72 26,333,165</td>
</tr>
</tbody>
</table>
In 2017, the most-visited NPS units were as follows:

- Blue Ridge PKWY: 16,093,765
- Golden Gate NRA: 14,981,897
- Great Smoky Mountains NP: 11,338,893
- Gateway NRA: 9,190,610
- Lincoln Memorial: 7,956,117
- Lake Mead NRA: 7,882,339
- George Washington MEM PKWY: 7,562,793
- Natchez Trace PKWY: 6,326,062
- Grand Canyon NP: 6,254,238
- Vietnam Veterans MEM: 5,072,589
- World War II Memorial: 4,876,842
- Chesapeake & Ohio Canal NHP: 4,859,573
- Independence NHP: 4,790,758
- Castle Clinton NM: 4,737,113
- Glen Canyon NRA: 4,574,940
- Zion NP: 4,504,812
- San Francisco Maritime NHP: 4,493,519
- Statue of Liberty NM: 4,441,988
- Rocky Mountain NP: 4,437,215
- Yosemite NP: 4,336,890
- Korean War Veterans Memorial: 4,155,947
- Cape Cod NS: 4,125,418
- Yellowstone NP: 4,116,524
- Gulf Islands NS: 3,952,941
- Martin Luther King, Jr. Memorial: 3,651,093
- Acadia NP: 3,509,271
- Franklin Delano Roosevelt MEM: 3,507,402
- Boston NHP: 3,425,606
- Olympic NP: 3,401,996
- Delaware Water Gap NRA: 3,400,944

The numbers of visitors to each National Park property in 2017 were as follows:
### National Battlefields
- Antietam NB: 366,508
- Big Hole NB: 36,717
- Cowpens NB: 212,692
- Fort Donelson NB: 208,816
- Fort Necessity NB: 294,145
- Monocacy NB: 113,820
- Moores Creek NB: 86,747
- Petersburg NB: 230,562
- Stones River NB: 206,346
- Wilson’s Creek NB: 206,346

### National Battlefield Parks
- Kennesaw Mountain NBP: 2,593,725
- Manassas NBP: 605,577
- Richmond NBP: 224,014
- River Raisin NBP: 238,813

### National Historic Sites
- Allegheny Portage Railroad NHS: 201,837
- Andersonville NHS: 132,149
- Andrew Johnson NHS: 53,998
- Bent’s Old Fort NHS: 26,397
- Boston African American NHS: 413,151
- Brown v. Board of Education NHS: 25,204
- Carl Sandburg Home NHS: 72,777
- Carter G. Woodson Home NHS: 1,884
- Charles Pinckney NHS: 53,744
- Christiansted NHS: 96,779
- Clara Barton NHS: 0
- Edgar Allan Poe NHS: 14,878
- Eisenhower NHS: 50,597
- Eleanor Roosevelt NHS: 67,621
- Eugene O’Neill NHS: 3,931
- First Ladies NHS: 13,085
- Ford’s Theatre NHS: 744,266
- Fort Bowie NHS: 8,491
- Fort Davis NHS: 60,910
- Fort Laramie NHS: 61,513
- Fort Larned NHS: 29,188
- Fort Point NHS: 1,532,541
- Fort Raleigh NHS: 274,981
- Fort Scott NHS: 28,948
- Fort Smith NHS: 141,914
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<td>Thomas Stone NHS:</td>
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<td>William Howard Taft NHS:</td>
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**National Historical Parks**

<table>
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<td>Abraham Lincoln Birthplace NHP:</td>
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<td>Appomattox Court House NHP:</td>
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<td>Chaco Culture NHP:</td>
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<td>Chesapeake &amp; Ohio Canal NHP:</td>
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<td>Colonial NHP:</td>
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<td>Cumberland Gap NHP:</td>
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<td>Dayton Aviation Heritage NHP:</td>
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<td>George Rogers Clark NHP:</td>
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<td>Harpers Ferry NHP:</td>
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<td>Hopewell Culture NHP:</td>
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<td>Independence NHP:</td>
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<td>Jean Lafitte NHP &amp; PRES:</td>
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<td>Natchez NHP:</td>
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<td>Nez Perce NHP:</td>
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<td>Palo Alto Battlefield NHP:</td>
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<tr>
<td>Paterson Great Falls NHP:</td>
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- Pecos NHP: 40,650
- Pu’uhonua o Honaunau NHP: 505,735
- Rosie The Riveter WWII Home Front: 60,927
- Salt River Bay NHP & Ecological Preserve: 10,567
- San Antonio Missions NHP: 1,381,383
- San Francisco Maritime NHP: 4,493,519
- San Juan Island NHP: 267,209
- Saratoga NHP: 97,781
- Sitka NHP: 194,880
- Thomas Edison NHP: 59,323
- Tumacacori NHP: 46,308
- Valley Forge NHP: 2,159,592
- War in the Pacific NHP: 384,610
- Women’s Rights NHP: 61,806

National Lakeshores
- Apostle Islands NL: 203,421
- Indiana Dunes NL: 2,158,471
- Pictured Rocks NL: 781,190
- Sleeping Bear Dunes NL: 1,678,126

National Memorials
- Arkansas Post NMEM: 36,079
- Arlington House, The R.E. Lee NMEM: 726,059
- Chamizal NMEM: 86,400
- Coronado NMEM: 131,614
- De Soto NMEM: 233,354
- Federal Hall NMEM: 325,497
- Flight 93 NMEM: 364,082
- Fort Caroline NMEM: 243,960
- Franklin Delano Roosevelt MEM: 3,507,402
- General Grant NMEM: 97,005
- Hamilton Grange NMEM: 85,603
- Jefferson NEM: 1,398,188
- Johnstown Flood NMEM: 171,376
- Korean War Veterans Memorial: 4,155,947
- LBJ Memorial Grove on the Potomac: 277,403
- Lincoln Boyhood NMEM: 143,651
- Lincoln Memorial: 7,956,117
- Martin Luther King, Jr. Memorial: 3,651,093
- Mount Rushmore NMEM: 2,437,800
- Perry’s Victory & International Peace MEM: 84,769
- Port Chicago Naval Magazine NM: 1,086
- Roger Williams NMEM: 80,970
- Thaddeus Kosciuszko NMEM: 2,293
- Theodore Roosevelt Island: 168,195
- Thomas Jefferson MEM: 3,366,571
- Vietnam Veterans MEM: 5,072,589
- Washington Monument: 0
- World War II Memorial: 4,876,842
- Wright Brothers NMEM: 414,244

National Military Parks
- Chickamauga & Chattanooga NMP: 994,537
- Fredericksburg & Spotsylvania NMP: 919,311
- Gettysburg NMP: 1,038,649
- Guilford Courthouse NMP: 348,991
- Horseshoe Bend NMP: 74,255
- Kings Mountain NMP: 291,841
- Pea Ridge NMP: 121,163
- Shiloh NMP: 435,107
- Vicksburg NMP: 475,074

National Monuments
- African Burial Ground NM: 43,182
- Agate Fossil Beds NM: 32,038
- Alibates Flint Quarries NM: 6,613
- Aniakchak NM & PRES: 100
- Aztec Ruins NM: 52,756
- Bandelier NM: 209,141
- Belmont-Paul Women’s Equality NM: 10,893
- Booker T. Washington NM: 25,479
- Buck Island Reef NM: 33,082
- Cabrillo NM: 997,903
- Canyon de Chelly NM: 825,660
- Cape Krusenstern NM: 15,000
- Capulin Volcano NM: 59,615
- Casa Grande Ruins NM: 75,583
- Castillo de San Marcos NM: 876,975
- Castle Clinton NM: 4,737,113
- Cedar Breaks NM: 909,199
- Cesar E. Chavez NM: 15,472
- Charles Young Buffalo Soldiers NM: 12,405
- Chiricahua NM: 63,132
- Colorado NM: 375,035
- Craters of the Moon NM: 285,227
- Devils Postpile NM: 109,571
- Devils Tower NM: 499,031
• Dinosaur NM: 315,859
• Effigy Mounds NM: 67,006
• El Malpais NM: 161,526
• El Morro NM: 59,013
• Florissant Fossil Beds NM: 71,763
• Fort Frederica NM: 188,089
• Fort Matanzas NM: 578,981
• Fort McHenry NM & HS: 591,861
• Fort Pulaski NM: 360,591
• Fort Stanwix NM: 106,936
• Fort Sumter NM: 896,569
• Fort Union NM: 11,676
• Fossil Butte NM: 21,978
• George Washington Birthplace NM: 122,457
• George Washington Carver NM: 46,466
• Gila Cliff Dwellings NM: 78,872
• Governors Island NM: 625,653
• Grand Portage NM: 96,051
• Hagerman Fossil Beds NM: 31,122
• Homestead NM of America: 123,400
• Hovenweep NM: 39,970
• Jewel Cave NM: 144,537
• John Day Fossil Beds NM: 214,557
• Lava Beds NM: 135,286
• Little Bighorn Battlefield NM: 296,128
• Montezuma Castle NM: 398,174
• Muir Woods NM: 1,062,099
• Natural Bridges NM: 107,443
• Navajo NM: 68,785
• Ocmulgee NM: 156,907
• Oregon Caves NM: 72,212
• Organ Pipe Cactus NM: 260,534
• Petroglyph NM: 141,803
• Pipe Spring NM: 29,065
• Pipestone NM: 76,486
• Rainbow Bridge NM: 108,418
• Russell Cave NM: 24,377
• Salinas Pueblo Missions NM: 35,148
• Scotts Bluff NM: 152,560
• Statue of Liberty NM: 4,441,988
• Stonewall NM: 106,791
• Sunset Crater Volcano NM: 119,454
• Timpanogos Cave NM: 100,740
• Tonto NM: 40,898
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<th>Park Name</th>
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<td>Tuzigoot NM</td>
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<td>Walnut Canyon NM</td>
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<td>World War II Valor in the Pacific NM</td>
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<td>Wupatki NM</td>
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<td>Capitol Reef NP</td>
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<td>Carlsbad Caverns NP</td>
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<td>Channel Islands NP</td>
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• Lake Clark NP & PRES: 22,755
• Lassen Volcanic NP: 507,256
• Mammoth Cave NP: 587,853
• Mesa Verde NP: 613,788
• Mount Rainier NP: 1,415,867
• National Park of American Samoa: 69,468
• North Cascades NP: 30,326
• Olympic NP: 3,401,996
• Petrified Forest NP: 627,757
• Pinnacles NP: 233,334
• Redwood NP: 445,000
• Rocky Mountain NP: 4,437,215
• Saguaro NP: 964,760
• Sequoia NP: 1,291,256
• Shenandoah NP: 1,458,874
• Theodore Roosevelt NP: 708,003
• Virgin Islands NP: 304,408
• Voyageurs NP: 237,250
• Wind Cave NP: 619,924
• Wrangell-St. Elias NP & PRES: 4,116,524
• Yellowstone NP: 4,336,890
• Zion NP: 4,504,812

National Parkways
• Blue Ridge PKWY: 16,093,765
• George Washington MEM PKWY: 7,562,793
• John D. Rockefeller, Jr. MEM PKWY: 1,433,292
• Natchez Trace PKWY: 6,326,062

National Preserves
• Bering Land Bridge NPRES: 2,642
• Big Cypress NPRES: 922,883
• Big Thicket NPRES: 170,649
• Little River Canyon NPRES: 367,058
• Mojave NPRES: 716,604
• Noatak NPRES: 17,000
• Tallgrass Prairie NPRES: 30,773
• Timucuan EHP: 1,218,306
• Yukon-Charley Rivers NPRES: 952

National Recreation Areas
• Amistad NRA: 1,221,635
• Bighorn Canyon NRA: 231,836
• Chattahoochee River NRA: 2,768,499
• Chickasaw NRA: 1,533,684
• Curecanti NRA: 1,041,446
• Delaware Water Gap NRA: 3,400,944
• Gateway NRA: 9,190,610
• Gauley River NRA: 118,733
• Glen Canyon NRA: 4,574,940
• Golden Gate NRA: 14,981,897
• Lake Chelan NRA: 38,464
• Lake Mead NRA: 7,882,339
• Lake Meredith NRA: 1,329,076
• Lake Roosevelt NRA: 1,304,403
• Ross Lake NRA: 759,656
• Santa Monica Mountains NRA: 897,593
• Whiskeytown NRA: 832,063

National Reserves
• City of Rocks NRES: 130,276

National Rivers
• Big South Fork NRRA: 761,200
• Buffalo NR: 1,471,330
• Mississippi NRRA: 436,734
• New River Gorge NR: 1,168,658
• Ozark NSR: 1,165,296

National Seashores
• Assateague Island NS: 2,347,167
• Canaveral NS: 1,598,586
• Cape Cod NS: 4,125,418
• Cape Hatteras NS: 2,433,703
• Cape Lookout NS: 399,357
• Cumberland Island NS: 51,937
• Fire Island NS: 456,392
• Gulf Islands NS: 3,952,941
• Padre Island NS: 650,197
• Point Reyes NS: 2,456,669

National Wild & Scenic Rivers
• Bluestone NSR: 32,028
• Missouri NRR: 119,816
• Niobrara NSR: 80,806
• Obed W&SR: 214,783
• Rio Grande W&SR: 399
• Saint Croix NSR: 772,475
• Upper Delaware S&RR: 253,537

Other
• Catoctin Mountain Park: 236,243
• Fort Washington Park: 317,470
• Greenbelt Park: 141,856
• National Capital Parks Central: 1,932,762
• National Capital Parks East: 1,366,142
• Piscataway Park: 154,011
• President’s Park: 1,477,913
• Prince William Forest Park: 360,540
• Rock Creek Park: 2,483,788
• Saint Croix Island International Historic Site: 11,872
• White House: 439,725
• Wolf Trap NP for the Performing Arts: 424,364

55.2 Market Resources
National Park Service, Public Use Statistics Office, P.O. Box 25287, Denver, CO 80225. (www.nature.nps.gov/socialscience/stats.cfm)

(https://irma.nps.gov/Stats/Reports/National)
### 56.1 State Park Visitors

According to the National Association of State Park Directors (NASPD, www.naspd.org), states have a combined 3,235 state parks, with 10,366 areas, and they attracted 791 million visitors in 2017. In aggregate, state parks offer 38,200 miles of trails, 241,255 campsites, 9,457 cabins, and 161 lodges with 7,420 guest rooms.

Operating expenditures totaled $2.46 billion in 2017, less than one-half of which was from the general fund of states.

The following are the number of parks and annual park visitations for each state:

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<th>Visitors</th>
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<td>Alabama (<a href="http://www.alapark.com">www.alapark.com</a>):</td>
<td>22 4.4 million</td>
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<tr>
<td>Alaska (<a href="http://www.dnr.state.ak.us/parks">www.dnr.state.ak.us/parks</a>):</td>
<td>&gt;100 4.0 million</td>
</tr>
<tr>
<td>Arizona (<a href="http://www.pr.state.az.us">www.pr.state.az.us</a>):</td>
<td>28 2.3 million</td>
</tr>
<tr>
<td>Arkansas (<a href="http://www.arkansasstateparks.com">www.arkansasstateparks.com</a>):</td>
<td>51 9.8 million</td>
</tr>
<tr>
<td>California (<a href="http://www.parks.ca.gov">www.parks.ca.gov</a>):</td>
<td>278 85.2 million</td>
</tr>
<tr>
<td>Colorado (<a href="http://www.parks.state.co.us">www.parks.state.co.us</a>):</td>
<td>44 12.1 million</td>
</tr>
<tr>
<td>Connecticut (<a href="http://www.ct.gov/dep/site/default.asp">www.ct.gov/dep/site/default.asp</a>):</td>
<td>94 6.6 million</td>
</tr>
<tr>
<td>Delaware (<a href="http://www.destateparks.com">www.destateparks.com</a>):</td>
<td>14 3.9 million</td>
</tr>
<tr>
<td>Florida (<a href="http://www.floridastateparks.org">www.floridastateparks.org</a>):</td>
<td>159 19.1 million</td>
</tr>
<tr>
<td>Georgia (<a href="http://www.gadnr.org">www.gadnr.org</a>):</td>
<td>64 12.8 million</td>
</tr>
<tr>
<td>Hawaii (<a href="http://www.hawaii.gov/dlnr/dsp/dsp.html">www.hawaii.gov/dlnr/dsp/dsp.html</a>):</td>
<td>52 9.2 million</td>
</tr>
<tr>
<td>Idaho (<a href="http://www.idahoparks.org">www.idahoparks.org</a>):</td>
<td>30 2.8 million</td>
</tr>
<tr>
<td>Illinois (<a href="http://www.dnr.state.il.us/lands/landmgt/parks">www.dnr.state.il.us/lands/landmgt/parks</a>):</td>
<td>49 43.3 million</td>
</tr>
<tr>
<td>Indiana (<a href="http://www.in.gov/dnr/parklake">www.in.gov/dnr/parklake</a>):</td>
<td>23 18.3 million</td>
</tr>
<tr>
<td>Iowa (<a href="http://www.iowa.gov/state/main/index.html">www.iowa.gov/state/main/index.html</a>):</td>
<td>84 14.6 million</td>
</tr>
<tr>
<td>Kansas (<a href="http://www.kdwp.state.ks.us">www.kdwp.state.ks.us</a>):</td>
<td>24 7.3 million</td>
</tr>
<tr>
<td>Kentucky (<a href="http://www.parks.ky.gov">www.parks.ky.gov</a>):</td>
<td>52 7.6 million</td>
</tr>
<tr>
<td>Louisiana (<a href="http://www.crt.state.la.us">www.crt.state.la.us</a>):</td>
<td>35 2.1 million</td>
</tr>
<tr>
<td>Maine (<a href="http://www.maine.gov/doc/parks">www.maine.gov/doc/parks</a>):</td>
<td>&gt;30 2.2 million</td>
</tr>
<tr>
<td>Maryland (<a href="http://www.dnr.state.md.us/publiclands">www.dnr.state.md.us/publiclands</a>):</td>
<td>66 10.7 million</td>
</tr>
<tr>
<td>Massachusetts (<a href="http://www.mass.gov/eea/agencies/dcr/massparks">www.mass.gov/eea/agencies/dcr/massparks</a>):</td>
<td>45 10.0 million</td>
</tr>
<tr>
<td>Michigan (<a href="http://www.michigan.gov/dnr">www.michigan.gov/dnr</a>):</td>
<td>97 20.5 million</td>
</tr>
<tr>
<td>Minnesota (<a href="http://www.dnr.state.mn.us/state_parks/index.html">www.dnr.state.mn.us/state_parks/index.html</a>):</td>
<td>72 7.8 million</td>
</tr>
<tr>
<td>Mississippi (<a href="http://home.mdwfp.com">http://home.mdwfp.com</a>):</td>
<td>24 3.1 million</td>
</tr>
<tr>
<td>Missouri (<a href="http://www.mostateparks.com">www.mostateparks.com</a>):</td>
<td>81 17.0 million</td>
</tr>
<tr>
<td>Montana (<a href="http://www.fwp.mt.gov/parks/default.html">www.fwp.mt.gov/parks/default.html</a>):</td>
<td>50 1.5 million</td>
</tr>
<tr>
<td>Nebraska (<a href="http://www.ngpc.state.ne.us">www.ngpc.state.ne.us</a>):</td>
<td>87 9.9 million</td>
</tr>
</tbody>
</table>
• Nevada (www.parks.nv.gov): 24 4.1 million
• New Hampshire (www.nhparks.state.nh.us): 72 2.8 million
• New Jersey (www.state.nj.us/dep/parksandforests): 42 14.1 million
• New Mexico (www.emnrd.state.nm.us/main/index.htm): 31 3.8 million
• New York (www.nysparks.com): 176 53.5 million
• North Carolina (www.ncparks.gov): 29 11.2 million
• North Dakota (www.ndparks.com): 17 1.0 million
• Ohio (www.dnr.state.oh.us/tabid/80/default.aspx): 74 53.4 million
• Oklahoma (www.touroklahoma.com): 50 14.1 million
• Oregon (http://oregon.gov/OPRD/index.shtml): 231 45.1 million
• Pennsylvania (www.dcnr.state.pa.us/stateparks): 116 38.0 million
• Rhode Island (www.riparks.com): 14 3.1 million
• South Carolina (www.southcarolinaparks.com): 47 7.4 million
• South Dakota (http://gfp.sd.gov/state-parks): 12 9.2 million
• Tennessee (www.state.tn.us/environment/parks): 54 16.9 million
• Texas (www.tpwd.state.tx.us/spdest): 115 9.7 million
• Utah (www.stateparks.utah.gov): 40 5.9 million
• Vermont (www.vtstateparks.com): 52 679,000
• Virginia (www.dcr.virginia.gov/state_parks/index.shtml): 34 6.1 million
• Washington (www.parks.wa.gov): 120 40.4 million
• West Virginia (www.wvparks.com): 37 7.8 million
• Wisconsin (http://dnr.wi.gov/topic/parks): 95 15.0 million
• Wyoming (http://wyoparks.state.wy.us): 24 2.3 million

A directory of state parks is available at www.americasstateparks.org/Find-A-Park.

56.2 Economic Impact
Several states have recently completed economic impact studies of their state parks. The following is a summary of these studies:

Arizona
• According to The Economic Impact of Arizona State Parks, an assessment by the Arizona Hospitality Research & Resource Center at Northern Arizona University, W.A. Franke College of Business, direct annual spending by Arizona State Park visitors totals $163 million, or $70.84 per person. The combined total economic impact (direct spending, indirect, and induced impacts) of recreation parks is $156.8 million; historic parks and conservation parks contribute $35.4 million and $32.2 million, respectively.

California
• The 85.2 million visitors to California state parks generate approximately $2.6 billion in spending in local communities and an estimated $6.7 billion in total output and new sales.
Maryland
• According to the Maryland State Parks Economic Impact & Visitor Study, visitors directly spend more than $567 million during their trips to state parks, producing a total economic impact of more than $650 million annually.

New York
• The park system boosts the New York economy by about $2 billion, providing a 5-to-1 return on investment for state spending. State spending produces about 6,600 jobs; visitor spending supports an additional 13,500 jobs, according to an independent study.

North Carolina
• According to a study by researchers at North Carolina State University, state parks contribute $289 million to local economies annually as well as $120 million to local residents’ income.

Pennsylvania
• A study by the Department of Recreation, Park and Tourism Management at Penn State assessed that the 38.0 million visitors to Pennsylvania state parks spend $859 million on their trips and support 12,630 jobs.

Tennessee
• Economic Impacts of Tennessee State Parks is prepared every five years by the University of Tennessee Institute of Agriculture. Tennessee 2020 estimated direct spending by the 16.9 million annual visitors to Tennessee state parks at $725.2 million, with 12,000 jobs supported. Including indirect expenditures, the impact to the state’s economy is $1.5 billion.

Texas
• Economic activity generated by visitors to the 80 state parks in Texas is estimated at $793 million in sales and accounts for 11,928 jobs.

Utah
• Utah’s state parks contribute $67 million in state economic benefit through day-use, camping, and golf.

According to the NASPD, state parks have an economic impact of more than $20 billion annually on the communities they serve.

56.3 Most Popular State Parks
Fodor’s Travel Guide recognized the following as the best state parks in 2017:
• Adirondack Park (New York)
• Custer State Park (South Dakota)
• Fall Creek Falls State Park (Tennessee)
• Franconia Notch State Park (New Hampshire)
• Hocking Hills State Park (Ohio)
• Itasca State Park (Minnesota)
• Lime Kiln Point State Park (Washington)
• Palo Duro Canyon State Park (Texas)
• Slide Rock State Park (Arizona)
• T.H. Stone Memorial St. Joseph Peninsula State Park (Florida)

The Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best State Parks as follows:
1. Letchworth State Park (New York)
2. Porcupine Mountains Wilderness State Park (Michigan)
3. Watkins Glen State Park (New York)
4. Ha Ha Tonka State Park (Missouri)
5. Devil’s Lake State Park (Wisconsin)
6. Fall Creek Falls State Park (Tennessee)
7. Indiana Dunes State Park (Indiana)
8. Assateague State Park (Maryland)
9. Custer State Park (South Dakota)
10. Hunting Island State Park (South Carolina)

56.4 Market Resources
National Association of State Park Directors, 8829 Woodyhill Road, Raleigh, NC 27613. (919) 676-8365. (www.naspd.org)
PHOTOGRAPHY

57.1 Photo Enthusiasts

According to the Photo Marketing Association (PMA, www.pmai.org), there are 37.2 million photo enthusiasts, defined as individuals that use a digital single-lens reflex camera (DSLR). Among this group, 16.7 million people have made some amount of money with their photography.

Survey of Public Participation in the Arts, by The National Endowment for the Arts (www.arts.gov), reported that 42 million adults, or about 18% of all adults, create photography for artistic purposes or do photo editing. Two million adults take photography courses or lessons.

57.2 Digital Photography

The photography industry has transitioned away from mainstream use of film to digital photography. Printmaking and photo storage have also changed, with many people converting their print photos to digital format. Various services are available that scan print photos onto a CD. Online photo storage services and myriad devices have helped the continued growth of digital photography.

The modest costs associated with digital photography have led to dramatic growth of photography as a leisure activity. There was a time when an individual who was interested in getting into the hobby had quite an initial investment to make. To get a serious start, one would need to purchase a single-lens reflex (SLR) camera, darkroom equipment, 35mm film, developing chemicals, photo paper, etc. With digital photography, once the initial purchase of a quality digital camera and professional imaging software (such as Adobe Photoshop) are made, there is little to no expense required to maintain the hobby. Aside from the occasional prints perhaps, there are few other necessary costs to the hobby when approached from the digital side of things.

There are literally thousands of enthusiast sites and hundreds of free tools to assist the leisure photographer. Such digital tools include sites to meta-organize digital photos, like Flickr (www.flickr.com), web gallery software such as Coppermine (www.coppermine.com), and image editing tools like Gimp (www.gimp.com).

Worldwide Image Capture Forecast, by InfoTrends (www.infotrends.com), estimates the number of digital photos taken worldwide as follows:

- 2013: 660 billion
- 2014: 810 billion
- 2015: 1.0 trillion
2016: 1.1 trillion  
2017: 1.2 trillion

Devices uses for taking digital photos in 2017 were as follows:

- Smartphones: 85.0%
- Digital cameras: 10.3%
- Tablets: 4.7%

A blog by InfoTrends (http://blog.infotrends.com/?tag=photos) provides insight into the digital photography market.

Sales of digital cameras have drastically declined in recent years, dropping from 121.5 million in 2010 to an about 25 million in 2017, according to the Camera and Imaging Products Association (www.cipa.jp). The sophistication of smartphone cameras allows everyday users to take high-quality pictures easily, and most consumers see no need to spend extra money on a separate device to take photographs.

_________________________________________________________________

“Today there are 1.5 billion people who have smartphones and every one of them considers him- or herself a photographer. The ubiquity of the mobile phone camera, along with the parallel rise of social media, has made the device the dominant picture-making tool of our time.”

*Bloomberg Businessweek, 4/5/17*

_________________________________________________________________

According to a survey conducted by Edelman (www.edelman.com) for Shutterfly (www.shutterfly.com), among those using mobile phones to take pictures, the frequency of this activity is as follows:

- Several times a day: 24%
- Daily: 40%
- A few times a week: 36%

57.3 Photo Sharing Creators And Curators

According to the Pew Internet & American Life Project (www.pewinternet.org), those who share photos online are as follows:
Creators
• Fifty-two percent (52%) of adult Internet users post original photos online that they themselves have created.

Curators
• Forty-two percent (42%) of adult Internet users repost photos they find online onto sites designed for sharing images with many people.

By demographic group, those who share photos (and videos) online are as follows:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Creators</th>
<th>Curators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female:</td>
<td>56%</td>
<td>49%</td>
</tr>
<tr>
<td>Male:</td>
<td>48%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Creators</th>
<th>Curators</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-to-29:</td>
<td>79%</td>
<td>61%</td>
</tr>
<tr>
<td>30-to-49:</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>50-to-64:</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>65 and older:</td>
<td>19%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Creators</th>
<th>Curators</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school:</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Some college:</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>College graduate:</td>
<td>53%</td>
<td>39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Creators</th>
<th>Curators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000:</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>$30,000 to $49,999:</td>
<td>48%</td>
<td>31%</td>
</tr>
<tr>
<td>$50,000 to $74,999:</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>$75,000 and more:</td>
<td>54%</td>
<td>39%</td>
</tr>
</tbody>
</table>

57.4 Retail Sector
According to the Camera & Photographic Supplies Stores Industry Profile, by First Research (www.firstresearch.com), the camera and photographic supplies retail sector includes about 800 companies with combined annual revenue of more than $3 billion. The sector is concentrated: the 50 largest companies account for more than 80% of the market. Major companies include Calumet Photographic, Ritz Camera & Image, and Samy’s Camera. Major competitors are big-box retailers, like Walmart and Target, and electronics superstores such as Best Buy. Photo kiosks and mini-labs are also found in most major drugstore chains. Digital photography has had a major impact on the industry.
Annual sales of digital cameras are approximately $6 billion.

57.5 Market Resources
Photo Marketing Association (PMA), 2282 Springport Road, Suite F, Jackson, MI 49202. (517) 788-8100. (www.pmai.org)
58.1 Overview

Country clubs are private clubs which typically have a closed membership. Most are located in city outskirts or rural areas and offer a variety of recreational sports facilities, like golf, swimming, and tennis. Clubs typically provide hospitality to members and guests, such as a restaurant and bar, and some provide facilities for host-catered events, such as weddings. Initiation fees at country clubs can exceed $100,000 at exclusive clubs. There are approximately 4,400 country clubs in the United States.

According to the National Golf Foundation (www.ngf.org), approximately 2.1 million golfers belong to private clubs, a decline from a peak membership of about 3 million in the mid-1990s.

There are approximately 220 city clubs in the United States. Very similar to country clubs, city clubs are mostly located in downtown or urban areas. As such, they generally do not offer golf facilities, and most activities center around social culture and dining. Most major U.S. cities have at least one city club. City clubs are most predominant in older cities on the East Coast. With 26 clubs, New York City has more city clubs than any other U.S. city. Boston and Cambridge, Massachusetts, have 15 city clubs; Washington, D.C., has eight.

“At their heart [city] clubs are still places to gather with people who have common interests. But, the air of exclusivity is changing. Sports options are a draw. Like private country clubs, the facilities are generally better, or at least more comfortable than their public counterparts.”

The New York Times

An October 2017 report by IBISWorld (www.ibisworld.com) estimates U.S. private club revenue at $23 billion.
58.2 Private Clubs

The following are some of the most prominent and exclusive country clubs in the United States:

- Augusta National Golf Club (Augusta, GA)
- Bighorn Golf Club (Palm Desert, CA)
- Cherokee Town & Country Club (Atlanta, GA)
- Hillcrest Country Club (Los Angeles, CA)
- Loblolly Pines Golf Club (Hobe Sound, FL)
- Locust Hill Country Club (Rochester, NY)
- Oakmont Country Club (Oakmont, PA)
- Pine Valley Golf Club (Pine Valley, NJ)
- Riviera Country Club (Los Angeles, CA)
- Round Hill Club (Greenwich, CT)
- Sherwood Country Club (Thousand Oaks, CA)
- Shinnecock Hills Golf Club (Southampton, NY)

The most prominent city clubs include the following:

- The A.D. Club (Cambridge, MA; founded 1836)
- The Alta Club (Salt Lake City; founded 1883)
- The Arizona Club (Phoenix; founded 1894)
- The Arlington Club (Portland, OR; founded 1867)
- The Army and Navy Club (Washington, DC; founded 1885)
- The Bohemian Club (San Francisco; founded 1872)
- The Capital City Club (Atlanta; founded 1883)
- The Capitol Hill Club (Washington, DC; founded 1951)
- The Century Club (Syracuse; founded 1876)
- The Charleston Club (South Carolina; founded 1852)
- The Chicago Club (founded 1869)
- The Cincinnati Athletic Club (founded 1853)
- The Colony Club (New York, NY; founded 1903), exclusively for women
- The Concordia Club (Birmingham, AL; founded 1886)
- The Cosmopolitan Club (New York, NY; founded 1909), exclusively for women
- The Cosmopolitan Club of Philadelphia (founded 1928)
- The Detroit Athletic Club (founded 1887)
- The Duquesne Club (Pittsburgh; founded 1873)
- The Graduate Club (New Haven, CT; founded 1892)
- The Harmonie Club (New York, NY; founded 1852)
- The Harvard Club (Boston; founded 1908)
- The Harvard Club of New York (founded 1887)
- The Kansas City Club (founded 1882)
- The Knickerbocker Club (New York, NY; founded 1871)
- The Los Angeles Athletic Club (founded 1880)
- The Lotos Club (New York, NY; founded 1870)
- The Metropolitan Club (Washington, DC; founded 1863)
• The Milwaukee Athletic Club (founded 1882)
• The Nassau Club (Princeton; founded 1889)
• The National Press Club (Washington, DC; founded 1908)
• The New York Athletic Club (New York, NY; founded 1868)
• The New York Yacht Club (New York, NY; founded 1844)
• The Newport Reading Room (Newport, RI; founded 1854)
• The Old Colony Club (Plymouth, MA; founded 1769)
• The Pacific Club (Honolulu; founded 1851)
• The Pacific-Union Club (San Francisco; founded 1852)
• The Pendennis Club (Louisville; founded 1881)
• The Penn Club of New York, NY (founded 1901)
• The Philadelphia Club (founded 1834)
• The Piedmont Driving Club (Atlanta; founded 1887)
• The Pittsburgh Athletic Association (founded 1908)
• The Princeton Club of New York (founded 1899)
• The Racquet and Tennis Club (New York, NY; founded 1876)
• The Rainier Club (Seattle; founded 1888)
• The Standard Club (Chicago; founded 1869)
• The Union Boat Club (Boston; founded 1851)
• The Union Club (New York, NY; founded 1836)
• The Union League Club of New York (New York, NY; founded 1863)
• The Union League of Philadelphia (founded 1862)
• The Union Club (Cleveland; founded 1866)
• The University and Whist Club (Wilmington, DE; founded 1891)
• The University Club of Indianapolis (founded 1893)
• The University Club of New York (New York, NY; founded 1865)
• The Yale Club of New York, NY (founded 1897)
• Virginia Club (Norfolk; founded 1873)

58.3 Market Resources
(www.ibisworld.com/industry/default.aspx?indid=1652)

(202) 822-9822. (www.nationalclub.org)
59

READING

59.1 Adult Reading

The 2017 American Time Use Survey (ATUS, www.bls.gov/tus/), by the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor, reported the percentage of people by age reading on an average day as follows (percentage point change since 2006 in parenthesis):

- 15-to-19: 8.7% (-1.2)
- 20-to-24: 10.1% (-0.5)
- 25-to-34: 12.0% (-3.4)
- 35-to-44: 13.9% (-7.5)
- 45-to-54: 15.3% (-12.2)
- 55-to-64: 25.5% (-13.2)
- 65-to-74: 33.0% (-14.8)
- 75 and older: 46.1% (-8.6)

“Fewer Americans are reading on an average day, according to the American Time Use Survey. In every age group, a shrinking share is reading for personal interest as a primary activity on an average day. The biggest drops have occurred among older Americans, with double-digit declines among people ranging in age from 45 to 74.”

Demo Memo, 7/17

According to a 2018 survey by Pew Research Center (www.pewresearch.org), 76% of adults read a book in print, electronic, or audio format within the past year; 24% had not read a book in whole or in part.
“About a quarter of American adults (24%) say they haven’t read a book in whole or in part in the past year, whether in print, electronic or audio form. Adults with a high school degree or less are about five times as likely as college graduates (37% vs. 7%) to report not reading. Adults with annual household incomes of $30,000 or less are about three times as likely as the most affluent adults to be non-book readers (36% vs. 13%). Older Americans are a bit more likely than their younger counterparts not to have read a book. Some 28% of adults ages 50 and older have not read a book in the past year, compared with 20% of adults under 50.”

Pew Research Center, 3/23/18

The demographics of those who had read are as follows:

**Gender**
- Female: 78%
- Male: 75%

**Age**
- 18-to-49: 80%
- 50 and older: 72%

**Race/Ethnicity**
- Black: 76%
- Hispanic: 62%
- White: 80%

**Education**
- High school or less: 63%
- Some college: 77%
- College graduate: 93%
Household Income
- < $30,000: 64%
- $30,000 to $74,999: 82%
- $75,000 and higher: 87%

Community
- Rural: 74%
- Suburban: 79%
- Urban: 76%

By demographic, adults who read or listened to books were as follows (source: Pew Research Center):

<table>
<thead>
<tr>
<th>Gender</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female:</td>
<td>70%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Male:</td>
<td>61%</td>
<td>27%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-to-29:</td>
<td>72%</td>
<td>35%</td>
<td>16%</td>
</tr>
<tr>
<td>30-to-49:</td>
<td>65%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>50-to-64:</td>
<td>64%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>65 and older:</td>
<td>61%</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black:</td>
<td>63%</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Hispanic:</td>
<td>48%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>White:</td>
<td>70%</td>
<td>31%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school:</td>
<td>38%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>High school grad:</td>
<td>55%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Some college:</td>
<td>74%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>College graduate:</td>
<td>79%</td>
<td>41%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $30,000:</td>
<td>59%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>$30,000 to $49,999:</td>
<td>68%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000 to $74,999:</td>
<td>69%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>$75,000 and higher:</td>
<td>73%</td>
<td>40%</td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community</th>
<th>Print</th>
<th>eBook</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural:</td>
<td>61%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Suburban:</td>
<td>64%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Urban:</td>
<td>69%</td>
<td>29%</td>
<td>17%</td>
</tr>
</tbody>
</table>

| Total:         | 65%    | 28%   | 14%   |
Pew reported that the mean (average) number of books read is 12; the median (midpoint) is 4 books.

Data from Ipsos BookTrends (www.ipsos-insight.com/books) is similar to that of Pew, reporting that 73% of adults read at least one book annually. Among those who read, the median number of books read is four. Women and seniors are found to read the most; popular fiction is the top genre.

59.2 Most Literate Cities

*America’s Most Literate Cities* (http://web.ccsu.edu/amlc/), published by Central Connecticut State University, ranks the 69 largest U.S. cities (population 250,000 and above) based on adult reading characteristics. Dr. John W. Miller, former president of the university, authored the report. The Top 10 most literate cities are as follows:

1. Washington, DC
2. Seattle, WA
3. Minneapolis, MN
4. Atlanta, GA
5. Pittsburgh, PA
6. San Francisco, CA
7. Saint Paul, MN
8. Denver, CO
9. (tie) Portland, OR
9. (tie) St. Louis, MO

The following are percentages of adults in major metropolitan areas who purchased 12 or more books during the past year (source: The Media Audit [www.themediaaudit.com]):

- Akron, OH: 24.0%
- Albany-Schenectady-Troy, NY: 28.2%
- Albuquerque, NM: 29.9%
- Allentown-Bethlehem, PA: 36.3%
- Ann Arbor, MI: 39.0%
- Atlanta, GA: 41.3%
- Austin, TX: 39.8%
- Baltimore, MD: 33.7%
- Birmingham, AL: 30.9%
- Boise, ID: 32.7%
- Boston, MA: 42.7%
- Buffalo, NY: 34.6%
- Charleston, SC: 29.6%
- Charlotte, NC: 29.9%
- Chicago, IL: 40.4%
- Cincinnati, OH: 31.2%
<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland, OH</td>
<td>25.8%</td>
</tr>
<tr>
<td>Colorado Springs, CO</td>
<td>38.4%</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>30.5%</td>
</tr>
<tr>
<td>Columbia-Jefferson City, MO</td>
<td>31.1%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>31.8%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>33.6%</td>
</tr>
<tr>
<td>Dayton, OH</td>
<td>28.6%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>37.5%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>34.6%</td>
</tr>
<tr>
<td>Eugene-Springfield, OR</td>
<td>32.1%</td>
</tr>
<tr>
<td>Ft. Myers-Naples, FL</td>
<td>30.3%</td>
</tr>
<tr>
<td>Grand Rapids, MI</td>
<td>34.2%</td>
</tr>
<tr>
<td>Greensboro, NC</td>
<td>33.5%</td>
</tr>
<tr>
<td>Greenville-Spartanburg, SC</td>
<td>33.5%</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>33.3%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>30.5%</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>30.9%</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>31.9%</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>30.9%</td>
</tr>
<tr>
<td>Lexington, KY</td>
<td>38.1%</td>
</tr>
<tr>
<td>Little Rock, AR</td>
<td>31.2%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>30.7%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>35.0%</td>
</tr>
<tr>
<td>Madison, WI</td>
<td>41.4%</td>
</tr>
<tr>
<td>Melbourne-Titusville-Cocoa, FL</td>
<td>36.5%</td>
</tr>
<tr>
<td>Memphis, TN</td>
<td>29.4%</td>
</tr>
<tr>
<td>Miami-Ft. Lauderdale, FL</td>
<td>25.6%</td>
</tr>
<tr>
<td>Milwaukee-Racine, WI</td>
<td>33.4%</td>
</tr>
<tr>
<td>Minneapolis-Saint Paul, MN</td>
<td>36.1%</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>31.0%</td>
</tr>
<tr>
<td>New Orleans, LA</td>
<td>33.5%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>38.9%</td>
</tr>
<tr>
<td>Norfolk-Virginia Beach-Newport News, VA</td>
<td>32.5%</td>
</tr>
<tr>
<td>Ocala, FL</td>
<td>28.8%</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>32.6%</td>
</tr>
<tr>
<td>Omaha-Council Bluffs, NE</td>
<td>38.6%</td>
</tr>
<tr>
<td>Orange County, CA</td>
<td>34.0%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>37.0%</td>
</tr>
<tr>
<td>Peoria, IL</td>
<td>27.0%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>33.0%</td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>30.1%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>31.1%</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>38.7%</td>
</tr>
<tr>
<td>Raleigh-Durham, NC</td>
<td>41.8%</td>
</tr>
</tbody>
</table>
• Reno, NV: 41.8%
• Riverside-San Bernardino, CA: 24.5%
• Rochester, NY: 38.3%
• Sacramento, CA: 34.1%
• Salt Lake City, UT: 36.4%
• San Antonio, TX: 31.4%
• San Diego, CA: 28.5%
• San Francisco, CA: 41.1%
• San Jose, CA: 35.3%
• Seattle-Tacoma, WA: 37.8%
• Southern New Hampshire: 37.2%
• Spokane, WA: 32.1%
• St. Louis, MO: 30.0%
• Syracuse, NY: 25.9%
• Tampa-St. Petersburg, FL: 30.3%
• Toledo, OH: 19.5%
• Tucson, AZ: 34.1%
• Tulsa, OK: 26.1%
• Washington, DC: 44.6%
• West Palm Beach, FL: 28.1%

### 59.3 eBooks

Pew Research Center reports that 29% of adults read eBooks; only 17% did so in 2010. While this percentage has nearly doubled over the past seven years, growth has been still less than anticipated.

“The few years ago, eBooks were widely assumed to be driving the physical book and the physical bookstore to extinction. Instead, eBook sales have leveled off, and the physical book has retained much of its appeal.”

*The New York Times, 12/28/17*
59.4 Audio Books

According to the Audio Publishers Association (www.audiopub.org), annual sales of audio books in the U.S. total $2.1 billion. While this represents less than 1% of the $26 billion publishing industry, it is the fastest-growing format.

Driven by downloaded audio books, unit sales grew 33.9% and sales increased 18.0% in 2016.

The Association of American Publishers (APA, www.publishers.org) reports change in book publisher revenue, 2012-2016, as follows:

- Downloaded audio: 137%
- Print: 5%
- eBook: -18%
- Physical audio: -24%

“There were more than 50,000 audiobooks produced in 2016, according to the APA, more than twice the number two years earlier.”

Bloomberg Businessweek, 3/19/18

Audible (www.audible.com), an Amazon company, has 41% marketshare of the audio book market. Walmart and Google have recently entered the field.

59.5 Book Clubs

According to The Library of Congress Center for the Book (www.read.gov/cfb), an estimated 750,000 people across the U.S. belong to book clubs. In 1994, that number was estimated at only 250,000. There are clubs for mothers and daughters, clubs for mothers and sons, and clubs that read only business books. There are sci-fi clubs, history clubs, gardening book clubs, clubs for seniors, and clubs that meet only online.

59.6 Book Festivals

Literary festivals are designed to introduce readers to writers and help writers find new readers. Most are free, though some raise money for libraries or other literary groups.

Some of the major book festivals attract up to 500,000 attendees. The following are among the largest annual events:
• AJC Decatur Book Festival (Decatur, GA; www.decaturbookfestival.com)
• LA Times Festival of Books (Los Angeles, CA; http://events.latimes.com/festivalofbooks/)
• Miami Book Fair International (Miami, FL; www.miamibookfair.com)
• National Book Festival (Washington, DC; www.loc.gov/bookfest)
• New York Book Festival (New York, NY; www.newyorkbookfestival.com)
• Southern Festival of Books (Nashville, TN; www.humanitiestennessee.org/programs/southern-festival-books-celebration-written-word)
• Texas Book Festival (Austin, TX; www.texasbookfestival.org)
• Tucson Festival of Books (Tucson, AZ; www.tucsonfestivalofbooks.org)

A schedule of book fairs is available online at www.c-span.org/series/?bookfairs.

59.7 Market Resources
Audio Publishers Association, 333 Hudson Street, Suite 503, New York, NY 10013. (646) 688-3044. (www.audiopub.org)


Pew Research Center, 1615 L Street NW, Washington, DC 20036. (202) 419-4300. (www.pewresearch.org)

60

RECREATIONAL BOATING

60.1 Boat Ownership
According to Recreational Boating Statistics, published in August 2017, and the 58th annual report, 11.8 million recreational boating vessels are registered in the United States, unchanged from the previous year.

Registrations by state are as follows:

- Alaska: 51,144
- Alabama: 261,741
- Arkansas: 189,514
- Arizona: 123,263
- California: 697,412
- Colorado: 84,676
- Connecticut: 93,364
- District of Columbia: 2,115
- Delaware: 61,901
- Florida: 905,298
- Georgia: 335,723
- Hawaii: 11,238
- Iowa: 205,145
- Idaho: 87,211
- Illinois: 242,275
- Indiana: 209,622
- Kansas: 81,243
- Kentucky: 173,881
- Louisiana: 306,689
- Massachusetts: 140,008
- Maryland: 176,207
- Maine: 111,116
- Michigan: 794,137
- Minnesota: 817,560
- Missouri: 293,185
- Mississippi: 132,441
- Montana: 68,229
- North Carolina: 367,225
- North Dakota: 67,022
- Nebraska: 87,596
- Nevada: 42,426
Twenty states account for 75% of registered boats. Boating is most popular in California, Florida, Michigan, and Minnesota; these states each account for about 10% of registrations. New York, Texas, and Wisconsin each account for 5% or more of registered boats.

60.2 Market Assessment

According to the National Marine Manufacturers Association (NMMA, www.nmma.org), the total economic impact of recreational boating is $121.5 billion. The boating industry generates $36.7 billion from sales of recreational boats, accessories, and marine services.

The following states lead the U.S. in sales of new powerboats, motorboats, trailers, and accessories:

- Florida: $1.96 billion
- Texas: $1.18 billion
- Michigan: $656 million
- Delaware: $574 million
- Minnesota: $557 million
- New York: $552 million
- Wisconsin: $519 million
- North Carolina: $508 million
- Louisiana: $478 million
- California: $432 million
**Boat Dealers Industry Profile**, an April 2018 report by First Research (www.firstresearch.com), assessed that the U.S. boat dealership sector includes about 4,400 establishments (single-location companies and units of multi-location companies), with combined annual revenue of about $11 billion. Major companies include MarineMax (www.marinemax.com) and West Marine (www.westmarine.com). The industry is fragmented: the 50 largest dealers generate less than 30% of revenue.

### 60.3 Boat Shows

Boat shows are popular with boat owners, renters, and those who simply love boating.

NMMA hosts 16 boat and sport shows throughout the United States. Scheduled for 2018 are boat shows in Atlanta, GA; Atlantic City, NJ; Baltimore, MD; Boston, MA; Chicago, IL; Kansas City, MO; Los Angeles, CA; Louisville, KY; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; and St. Louis, MO. Progressive Insurance has title sponsorship for the events.

The largest is the Miami International Boat Show, which celebrated its 77th year in February 2018. The Miami Herald reported attendance at 100,000.

### 60.4 Marinas

**Marinas Industry Profile**, published in March 2018 by First Research (www.firstresearch.com), estimates there are 3,800 commercial marinas, excluding private yacht clubs, with combined annual revenue of $4 billion. A typical marina has 50 to 100 slips.

IBISWorld (www.ibisworld.com) assesses the marina business slightly larger than First Research, estimating marinas in the United States have combined revenue of $5 billion.

About 40% of marina revenue comes from slip and storage fees, 15% from maintenance, 10% from fuel sales, 5% from food sales, and 5% from marine equipment sales.

More than 90% of U.S. marina operators have only one location. The largest operators are California Yacht Marina, Flagship Marinas, Marinas International, and Westrec Marinas.

### 60.5 Market Resources


National Marine Manufacturers Association, 231 S. LaSalle Street, Suite 2050, Chicago, IL 60604. (312) 946-6200. (www.nmma.org)

Recreational Boating & Fishing Foundation, 500 Montgomery Street, Suite 300, Alexandria, VA 22314. (703) 519-0013. (http://takemefishing.org)
RODEOS

61.1 Overview
Western lifestyle events are immensely popular in western states and some rural regions throughout the country. For many rural families, participating in or attending rodeos is a way of life. Some children start rodeo while young, compete in high school championships, win college scholarships, and hone their skills at rodeo schools. Others begin learning husbandry before they start kindergarten.

61.2 Professional Rodeos
Over 600 professional rodeos are sanctioned annually by the Professional Rodeo Cowboys Association (PRCA, www.prorodeo.com). An estimated 22 million people attend PRCA events annually, and another 40 million watch from home. About 2,500 cowboys and cowgirls participate in PRCA events.

The primary circuit of the PRCA is the Wrangler National Finals Rodeo, which hosted 26 events for the 2017 season. Held each December in Las Vegas, Nevada, the circuit’s main event is attended annually by approximately 170,000 people.

Professional Bull Riders (PBR, www.pbr.com) was created in 1992 when a group of bull riders broke away from the Professional Rodeo and Cowboys Association and started a circuit for bull riders only.

61.3 Fan Demographics
Cities with the highest percentages of adults that are fans of pro rodeo are as follows (sources: Scarborough Research [www.scarborough.com] and SportsBusiness Journal):
- Oklahoma City, OK: 18.9%
- Tulsa, OK: 16.5%
- Spokane, WA: 15.2%
- Albuquerque/Santa Fe, NM: 14.7%
- Salt Lake City, UT: 14.5%
- Las Vegas, NV: 13.3%
- Bakersfield, CA: 12.6%
- Denver, CO: 11.9%
- Little Rock/Pine Bluff, AR: 11.6%
• Houston, TX: 10.8%
• San Antonio, TX: 10.6%

According to Scarborough Research, demographics of fans of professional rodeo are as follows:

**Gender**
- Female: 45%
- Male: 55%

**Age**
- 18-to-24: 12%
- 25-to-34: 17%
- 35-to-44: 18%
- 45-to-54: 21%
- 55-to-64: 15%
- 65 and older: 16%

**Household Income**
- Below $35,000: 14%
- $35,000 to $49,999: 22%
- $50,000 to $74,999: 21%
- $75,000 and higher: 28%
- $100,000 and higher: 14%

**Education**
- High school graduate: 40%
- Some college: 31%
- College graduate: 16%

### 61.4 Major Events

Attendance at some major rodeo and western lifestyle events is as follows:

- Houston Livestock Show & Rodeo (Houston, TX; [rodeohouston.com]): 2.1 million
- San Antonio Stock Show & Rodeo (San Antonio, TX; [sarodeo.com]): 2.0 million
- Fort Worth Stock Show and Rodeo (Fort Worth, TX; [fwssr.com]): 920,000
- National Western Stock Show (Denver, CO; [nationalwestern.com]): 633,000
- Cheyenne Frontier Days (Cheyenne, WY; [cfdrodeo.com]): 583,000
- Greeley Independence Stampede (Greeley, CO; [greeleystampede.org]): 448,000
61.5 Market Resources

Professional Rodeo Cowboys Association, 101 ProRodeo Drive, Colorado Springs, CO 80919. (719) 593-8840. (www.prorodeo.com)
62

RUNNING

62.1 Overview

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), 50.8 million people run or jog as a fitness activity at least once a year – 24.0 million are casual participants (<50 times per year) and 26.8 million are core participants (>50 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>17.8 million</td>
<td>23.8 million</td>
</tr>
<tr>
<td>2009</td>
<td>18.0 million</td>
<td>24.5 million</td>
</tr>
<tr>
<td>2010</td>
<td>20.0 million</td>
<td>26.6 million</td>
</tr>
<tr>
<td>2011</td>
<td>21.4 million</td>
<td>28.7 million</td>
</tr>
<tr>
<td>2012</td>
<td>22.0 million</td>
<td>29.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>24.3 million</td>
<td>29.8 million</td>
</tr>
<tr>
<td>2014</td>
<td>23.1 million</td>
<td>28.0 million</td>
</tr>
<tr>
<td>2015</td>
<td>22.3 million</td>
<td>26.2 million</td>
</tr>
<tr>
<td>2016</td>
<td>21.8 million</td>
<td>25.6 million</td>
</tr>
<tr>
<td>2017</td>
<td>24.0 million</td>
<td>26.8 million</td>
</tr>
</tbody>
</table>

62.2 Running Events

According to Running USA (www.runningusa.org), the number of running event finishers has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6.9 million</td>
<td>6.1 million</td>
<td>13.0 million</td>
</tr>
<tr>
<td>2011</td>
<td>7.7 million</td>
<td>6.3 million</td>
<td>14.0 million</td>
</tr>
<tr>
<td>2012</td>
<td>8.7 million</td>
<td>6.8 million</td>
<td>15.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>10.8 million</td>
<td>8.2 million</td>
<td>19.0 million</td>
</tr>
<tr>
<td>2014</td>
<td>10.7 million</td>
<td>8.1 million</td>
<td>18.8 million</td>
</tr>
<tr>
<td>2015</td>
<td>9.8 million</td>
<td>7.3 million</td>
<td>17.1 million</td>
</tr>
<tr>
<td>2016</td>
<td>9.7 million</td>
<td>7.3 million</td>
<td>17.0 million</td>
</tr>
</tbody>
</table>

In 2016, there were a total of 30,400 events, on par with 30,300 in 2015. Events by distance were as follows (change from previous year in parenthesis):

- 5K: 17,000 (3%)
- 10K: 4,200 (no change)
• Half-marathon: 2,800 (4%)
• 8K/5 mile: 1,200 (no change)
• Marathon: 1,100 (no change)
• Other: 4,100 (-12%)

62.3 Top Events

Ranked by number of race finishers, the top 20 running events are as follows:

• AJC Peachtree Roadrace 10K (Atlanta, GA): 56,993
• TCS New York City Marathon (New York, NY): 51,267
• Bolder Boulder (Boulder, CO): 44,671
• Lilac Bloomsday Run (Spokane, WA): 42,206
• Bank of America Chicago Marathon (Chicago, IL): 40,523
• Blue Cross Broad Street Run (Philadelphia, PA): 34,237
• Bay to Breakers (San Francisco, CA): 28,009
• Brooklyn Half Marathon (Brooklyn, NY): 27,428
• Cooper River Bridge Run (Charleston, SC): 26,804
• Boston Marathon (Boston, MA): 26,640
• OneAmerica 500 Festival Mini-Marathon (Indianapolis, IN): 24,768
• Army Ten Miler (Washington, DC): 24,008
• Bank of America Shamrock Shuffle (Chicago, IL): 23,379
• Ukrop’s Monument Avenue 10K (Richmond, VA): 23,127
• Rock ‘n’ Roll Las Vegas (Las Vegas, NV): 22,086
• Walt Disney World Marathon Weekend (Lake Buena Vista, FL): 21,495
• Across the Bay 10K (Annapolis, MD): 20,908
• Los Angeles Marathon (Los Angeles, CA): 20,608
• 12th Annual Pat’s Run (Tempe, AZ): 20,385
• United Airlines NYC Half (New York, NY): 20,140

62.4 Marathons

Marathon races are recognized as more than niche sports events as they have become major tourist destinations. The following are economic impacts of select marathons (sources: U.S. Travel Association [www.ustravel.org] and Advertising Age):

• TCS New York City Marathon: $250 million
• Honolulu Marathon: $100 million
• Boston Marathon: $95 million
• Chicago Marathon: $80 million
• Asics Los Angeles Marathon: $60 million
• P.F. Chang’s Rock ‘n’ Roll Arizona Marathon: $41 million
• Miami Marathon: $35 million
• Marine Corps Marathon (Washington, DC): $20 million
• Shamrock Run (Portland, OR): $15 million
- Baltimore Marathon: $15 million
- Chevron Houston Marathon: $12 million
- AJC Peachtree Roadrace (Atlanta, GA): $10 million

“Cities are embracing marathons for the economic upswing. One of the benefits of a marathon of any size is that it brings people to your city, it showcases your city, it brings people back.”

Running USA

### 62.5 Triathlons

A triathlon is a racing event consisting of swimming, cycling, and running components over various distances. Triathlon has grown significantly in recent years and now includes thousands of races with hundreds of thousands of competitors worldwide.

In 2017, USA Triathlon (www.teamusa.org/usa-triathlon/) had more than 500,000 members and sanctioned more than 4,300 races.

An estimated 2.5 million people complete a triathlon each year.

The following are the major annual triathlon events:

#### Escape From Alcatraz

- Escape from Alcatraz (www.escapefromalcatraztriathlon.com) is a non-standard-length race that begins with a 1.5 mile swim in frigid San Francisco Bay waters from Alcatraz Island to shore, followed by an 18-mile bicycle and eight-mile run in the extremely hilly terrain of the San Francisco Bay area. The run includes the notorious Sand Ladder – a 400-step staircase climb up a beachside cliff. The 38th Escape from Alcatraz Triathlon was held May 16, 2018.

#### Iron Girl

- Launched in 2004 with just two events, Iron Girl (www.irongirl.com) has grown to now include 9 events nationwide, varying in distance from 5K, 10K, ½ marathon, and triathlon. The following are 2018 events:
  - April 8: Clearwater Half Marathon & 5K
  - June 24: Syracuse Sprint Triathlon
  - August 12: Grimsby, Canada Sprint Triathlon
  - August 12: Pleasant Prairie Sprint Triathlon
  - August 12: Pleasant Prairie Wellness Sessions
  - August 16: Columbia Sprint Triathlon
Ironman
• The World Triathlon Corporation (www.ironman.com) sanctions and organizes a series of Ironman and Ironman 70.3 distance races each year. These races serve as qualifying events for the World Championship, held annually in Kailua-Kona, Hawaii (October), and the Ironman World Championship 70.3 in Clearwater, Florida (November). GoPro Cameras is the title sponsor of the Ironman World Championship.
• Sales of licensed Ironman products are $500 million annually, according to SportsBusiness Journal.

Life Time Fitness Triathlon
• The Life Time Fitness Triathlon (www.lifetimetri.com) hosts the 2018 Life Time Tri Series, as follows:
  - April 14: Life Time Tri South Beach (Miami, FL)
  - May 28: Life Time Tri CapTex (Austin, TX)
  - July 1: 2XU NYC Tri (New York, NY)
  - July 14: Life Time Tri Minneapolis (Minneapolis, MN)
  - August 26: Chicago Triathlon (Chicago, IL)
  - September 16: Life Time Tri Tempe (Tempe, AZ)
  - September 30: Escape to Miami (Miami, FL)

St. Anthony’s Triathlon
• St. Anthony’s Triathlon (www.satriathlon.com) attracts more than 4,000 competitors and is viewed by many as the kickoff to the triathlon season. The April 29, 2018 event was the 35th annual. St. Anthony’s Triathlon, held in St. Petersburg, Florida, is sponsored by St. Anthony’s Health Care.

Tri-California
• Tri-California (www.tricalifornia.com), a distance race held on or near May 1st at Lake San Antonio in Southern California, has been held since 1983. Known for a particularly hilly course, it has expanded to include three races of different lengths. It is one of the largest triathlon events in the world, with over 8,000 athletes competing each year.

Major international triathlon events that draw athletes from the U.S. include the Norseman Xtreme Triathlon (www.nxtri.com), the Michelob ULTRA London Triathlon (www.londontriathlon.com), and the Ironman France (http://eu.ironman.com).

62.6 Market Resources
Running USA, 3450 N. Ridgewood Street, Suite 311, Wichita, KS 67220. (313) 408-3655. (www.runningusa.org)
63

SKIING

63.1 Market Assessment
Tourism related to skiing and ski resorts generates approximately $6 billion annually in the United States.

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), 9.9 million people in the U.S. (age 6 and older) participate at least once per year in downhill skiing and 7.6 million snowboard.

According to the National Ski Areas Association (NSAA, www.nsaa.org), the U.S. ski industry recorded 54.8 million visits for the 2016-2017 season, a 3.7% increase from the previous year. Visits by region were as follows (change from previous year in parenthesis):

- Northeast: 11.9 million (27.8%)
- Southeast: 4.2 million (5.7%)
- Midwest: 5.4 million (-1.7%)
- Rocky Mountains: 21.7 million (-2.5%)
- Pacific West: 11.5 million (-1.7%)

NSAA assesses annual ski resort visits using an index referenced to the 1978-1979 season (index = 100). Ski visit indices have been as follows:

- 2010-2011: 121
- 2011-2012: 102
- 2012-2013: 113
- 2013-2014: 113
- 2014-2015: 107
- 2015-2016: 105
- 2016-2017: 109

The number of annual ski visits varies based on snowfall, among other factors.

63.2 Skier Demographics
According to a survey by The Media Audit (www.themediaaudit.com), 60% of skiers are male, 40% are female. More than two-thirds of skiers and snowboarders are between the ages of 18 and 44.

The following metropolitan areas have the highest percentage of adults who have participated in snow skiing or snowboarding within the past year:
• Southern New Hampshire: 20.9%
• Salt Lake City, UT: 20.0%
• Denver, CO: 19.6%
• Spokane, WA: 19.1%
• Colorado Springs, CO: 17.6%
• Boise, ID: 16.8%
• Madison, WI: 15.5%
• Boston, MA: 15.4%
• Syracuse, NY: 14.4%
• Buffalo, NY: 13.8%

The average household income for those who ski or snowboard is $91,976, compared with $64,316 for the general population.

63.3 Ski Resorts: State-by-State

Spending at ski resorts during the 2016-2017 season was $8.4 billion, according to NSAA.

The number of ski resorts operating across the U.S. has declined steadily throughout the past two decades, from 727 in the 1984-1985 season, to 524 during the 1994-1995 season, to 470 in 2015-2016. The number of ski resorts increased to 481 during the 2016-2017 season. The following is a current state-by-state count (source: NSAA):

• Alabama: 1
• Alaska: 9
• Arizona: 4
• California: 29
• Colorado: 31
• Connecticut: 6
• Idaho: 17
• Iowa: 4
• Illinois: 6
• Indiana: 2
• Maine: 20
• Maryland: 1
• Massachusetts: 14
• Michigan: 44
• Minnesota: 20
• Missouri: 2
• Montana: 14
• Nevada: 5
• New Hampshire: 28
• New Jersey: 2
• New Mexico: 9
• New York: 52
• North Carolina: 6
• North Dakota: 2
• Ohio: 5
• Oregon: 12
• Pennsylvania: 26
• Rhode Island: 1
• South Dakota: 3
• Tennessee: 1
• Utah: 14
• Vermont: 26
• Virginia: 5
• Washington: 16
• West Virginia: 5
• Wisconsin: 30
• Wyoming: 9
The two biggest ski resort operators are Intrawest (www.intrawest.com) and Vail Resorts (www.vailresorts.com). Intrawest operates Steamboat and Winter Park in Colorado and other resorts in the U.S. and Canada. Vail Resorts operates Vail, Beaver Creek, Breckenridge, and Keystone in Colorado and several resorts in California, Nevada, Minnesota, and Utah.

Alaska is increasing in popularity as a ski destination, in part, because of reduced snowfalls elsewhere. Alyeska, the state’s major ski resort, recently completed a multi-million dollar overhaul, including new amenities to the resort. While Alaska is known for its harsh winters, Alyeska is located only two miles from the coast and generally isn’t much colder than mountain towns in the Rockies.

The price of daily ski-lift tickets has roughly doubled during the past decade. The following are daily prices at some ski resorts (source: Forbes):

<table>
<thead>
<tr>
<th>Resort</th>
<th>2007 Price</th>
<th>2017 Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Sky (Montana)</td>
<td>$65</td>
<td>$119</td>
</tr>
<tr>
<td>Killington (Vermont)</td>
<td>$72</td>
<td>$105</td>
</tr>
<tr>
<td>Mammoth (California)</td>
<td>$78</td>
<td>$139</td>
</tr>
<tr>
<td>Park City (Utah)</td>
<td>$71</td>
<td>$122</td>
</tr>
<tr>
<td>Vail (Colorado)</td>
<td>$72</td>
<td>$175</td>
</tr>
</tbody>
</table>

63.4 Top Ski Resorts

Zrankings (www.zrankings.com) ranked The Best Ski Resorts for 2018 as follows:
1. Jackson Hole (Wyoming)
2. Alta Ski Area (Utah)
3. Snowbird (Utah)
4. Vail Ski Resort (Colorado)
5. Telluride Ski Resort (Colorado)
6. Whistler (British Columbia, Canada)
7. Aspen Snowmass (Colorado)
8. Park City Mountain Resort (Utah)
9. Beaver Creek Resort (Colorado)
10. Winter Park Ski Resort (Colorado)
11. Whitewater (British Columbia, Canada)
12. Solitude Mountain Resort (Utah)
13. Grand Targhee (Wyoming)
14. Steamboat Ski Resort (Colorado)
15. Mammoth (California)
16. Big Sky Resort (Montana)
17. Revelstoke (British Columbia, Canada)
18. Squaw Valley (California)
19. Alyeska Resort (Alaska)
20. Whitefish Mountain Resort (Montana)
21. Aspen Mountain - Ajax (Colorado)
22. Kirkwood (California)
23. Aspen Highlands (Colorado)
24. Breckenridge Ski Resort (Colorado)
25. Loveland Ski Area (Colorado)
26. Taos Ski Resort (New Mexico)
27. Brighton Ski Resort (Utah)
28. Arapahoe Basin Ski Area (Colorado)
29. Deer Valley Resort (Utah)
30. Keystone Resort (Colorado)

*Ski magazine’s reader poll ranked the Top 15 Resorts in Western North America as follows:
1. Deer Valley, UT
2. Sun Valley, ID
3. Whistler/Blackcomb, BC
4. Snowmass, CO
5. Telluride, CO
6. Vail, CO
7. Jackson Hole, WY
8. Aspen Highlands, CO
9. Beaver Creek, CO
10. Whitefish Mountain Resort, MT
11. Steamboat Ski Resort, CO
12. Aspen Mountain, CO
13. Big Sky, MT
14. Crested Butte, CO
15. Breckenridge, CO

Snowpak (www.snowpak.com) ranked the 10 Best Ski Resorts on the east coast in 2018 as follows:
1. Mont Tremblant, Quebec, Canada
2. Sugarbush Resort, VT
3. Stowe Mountain Resort, VT
4. Sugarloaf, ME
5. Jay Peak, VT
6. Killington Resort, VT
7. White Face Mountain Resort, NY
8. Cannon Mountain, NH
9. Mad River Glen, VT
10. Wildcat Mountain Ski Resort, NH
63.5 Market Resources
National Ski Areas Association, 133 S. Van Gordon Street, Suite 300, Lakewood, CO 80228. (303) 987-1111. (www.nsaa.org)
64

SOCIAL ORGANIZATIONS & SERVICE CLUBS

64.1 Overview
For millions of American adults, an important part of their life centers around activities of a social organization or service club to which they belong. Large and small, there are several hundred such groups throughout the country. This chapter profiles some of the larger organizations.

64.2 Profiles of Major Organizations
Elks
• With more than one million members in more than 2,100 local lodges nationwide, the Elks (www.elks.org) is one of the largest and most active fraternal organizations in the U.S.
• Like other fraternal organizations, the Elks have struggled with massive decline in membership. The Elks, whose average member is 65, has lost 600,000 members since 1980; overall, the Elks loses about 19,000 members a year. But a youthful burst in membership is helping to stem annual losses and revitalize faltering lodges. At Lodge 74 in Hoboken, New Jersey, for example, 70% of its 468 members are under age 40. At the nation’s oldest operating lodge, Lodge 3 in San Francisco, 600 of the 800 members are under 40. In Austin, so many young professionals have joined Lodge 201 that membership more than doubled from 210 to 460 in less than two years.
• Elk lodges offer camaraderie, cheap beer, private party rooms, and free parking in otherwise overcrowded urban centers – all for an average cost of less than $100 a year in membership dues. Young members say they like the myriad of volunteer and community events sponsored by lodges and the idea that the money they spend on beer supports a charitable organization that hands out more than $3 million a year nationwide in college scholarships.

Kiwanis International
• Kiwanis International (http://sites.kiwanis.org) is an international service club founded in 1915. It comprises approximately 8,000 clubs in 96 countries with over 260,000 adult members. Membership peaked in 1992 at almost 325,000 members and has declined about 5% per year since.
Kiwanis is striving to adjust to changing member lifestyles by creating cyberclubs that conduct business strictly on the Internet and family clubs to involve parents and children. Pancake breakfasts and spaghetti dinners are being replaced by early-morning meetings at Starbucks and happy-hour gatherings at local pubs to adjust to young professionals’ work schedules.

“We are reinventing ourselves. We’re trying to make it fit in to [members’] lifestyles. We’re making it more flexible and more available.”

Rob Parker, CEO
Kiwanis International

Lions Clubs International
- Lions Clubs International (www.lionsclubs.org) is a service organization with over 44,500 clubs and more than 1.3 million members in 203 countries around the world. There are about 400,000 members in the U.S.
- Founded in the early 1900s by businessmen who wanted to create a social and professional network, groups have expanded to focus on humanitarian causes and now work to fight hunger, disease, and homelessness worldwide.
- The Lions has chartered dozens of new family clubs. Women are the fastest-growing segment of its membership, making up about 22% of members worldwide.

“Survey after survey that we’ve conducted have indicated that people still want to volunteer like we did in the ‘50s and ‘60s, but people want to volunteer with their families and their kids. People want to volunteer, but they want to get their hands dirty. They want to build houses and playgrounds.”

Dane LaJoye, Manager Public Relations
Lions Clubs International
Red Hat Society
• The Red Hat Society (www.redhatsociety.org), a social organization for women over 50, has seen unprecedented growth since its formation in 1998. While thousands of articles about it have been published in regional newspapers and national magazines, the Red Hat Society has grown primarily by word-of-mouth. The Red Hat Society has an estimated one million members in more than 41,000 chapters.
• Local chapters, averaging 20 to 25 members, are the core of the organization. Each chapter plans events according to their membership and chapter size, including tea parties, pajama parties, luncheons, field trips to plays, steamboats, shopping destinations, and more. At meetings and events, Red Hatters wear the society’s trademark red hat and purple outfit. Women under 50 are welcome too, but their uniform is different: pink headwear and lavender garb. For a $35 annual fee, any group of women can start and register a chapter with the organization’s “Hatquarters.”
• The organization has spawned a multi-million dollar business among boutiques that sell red hats and memorabilia to members. Except for the generic red hat, branded merchandise must be licensed by the parent organization.

Rotary Clubs
• Rotary International (www.rotary.org), an organization of service clubs known as Rotary Clubs, had a peak U.S. membership of 421,953 in 1993. Membership has been below 400,000 since 1999. There are more than 32,000 clubs and over 1.2 million members worldwide.
• Rotary Clubs’ purpose is to bring together business and professional leaders to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace throughout the world.
• Members usually meet weekly for a social event. Mindful of members’ limited time for such activities, clubs are testing less frequent meeting schedules and e-clubs that allow members to meet online.

Veterans of Foreign Wars
• The Veterans of Foreign Wars (VFW, www.vfw.org), the largest organization of combat veterans in the United States, has 7,500 posts with 1.6 million members. Most members are men ages 60 and older.
• Several posts are making efforts to attract young men and women who served as part of Operation Desert Storm and Operation Iraqi Freedom. One example is VFW Post 12097 in Buffalo, New York, where 40 of the 49 members are women.

Women’s Clubs
• Local women’s clubs are dedicated to strengthening their communities and enhancing the lives of others through volunteer service. Activities focus on supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, working toward world peace and
understanding, and more.

- With a combined membership of over 100,000 women, there are affiliated clubs in every state.
- The General Federation of Women’s Clubs (www.gfwc.org) coordinates activities of local clubs and hosts an annual convention.

### 64.3 Market Resources

Elks, 2750 North Lakeview Avenue, Chicago, IL 60614. (773) 755-4700. (www.elks.org)

General Federation of Women’s Clubs, 1734 N Street NW, Washington, DC 20036. (202) 347-3168. (www.gfwc.org)

Kiwanis International, 3636 Woodview Trace, Indianapolis, IN 46268. (800) 549-2647. (www.kiwanis.org)

Lions Clubs International, 300 West 22nd Street, Oak Brook, IL 60523. (630) 571-5466. (www.lionsclubs.org)

Red Hat Society, 431 S. Acacia Avenue, Fullerton, CA 92831. (866) 386-2850. (www.redhatsociety.org)

Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201. (866) 976-8279. (www.rotary.org)

Veterans of Foreign Wars, 406 W. 34th Street, Kansas City, MO 64111. (816) 756-3390. (www.vfw.org)
65

SPAS

65.1 Spa Visits and Spending

The 2017 ISPA Spa Industry Study, by PricewaterhouseCoopers (www.pwc.com) for the International Spa Association (www.experienceispa.com), provides the following assessment of the U.S. spa industry:

- Annual spa visits: 184 million
- Revenue: $16.8 billion
- Number of spas: 21,000
- Spending per visit: $91

The spa industry has experienced strong growth during the past decade. In 1999, there were 5,700 spas and 91 million visits were made to spas. Worldwide, the industry includes about 87,000 spas that generate about $75 billion in annual revenue, according to SRI International (www.sri.com). Europe accounts for about a third of global locations and about 40% of worldwide revenue.

The Global Wellness Institute (www.globalwellnessinstitute.org) assesses the global spa market at $99 billion.

65.2 Local Spas

The bulk of spa visits are to day spas. Day spas provide a variety of services for improving health, beauty, and relaxation through personal care treatments such as massages and facials. Amenities often include a sauna, pool, steam room, and whirlpool that guests may use in addition to their treatment.

The day spa segment is surprisingly fragmented. While that are over 100 spa chain operators, most chains are regional and there is not a dominant market leader.

According to Liz Mazurski, editor-in-chief of Spa magazine, spas within health clubs are a growing trend. Gold’s Gym, which has 620 locations, is rolling out spas. The Sports Club Co., which has locations in Los Angeles, Boston, New York City, and San Francisco, also has its own line of spas, called Splash, which are open to non-members as well.

Until recently, the most comprehensive spas facilities were ‘destination spas,’ where guests typically stay for a week or longer. Bringing similar programs to cities across the U.S. are urban “destination-day-spas,” which provide comprehensive programs that includes spa services, physical fitness activities, wellness education,
healthy cuisine, and special interest programming. Programs typically include diet, exercise programs, instruction on wellness, life coaching, yoga, and more.

“You can feel an Urban Destination Day Spa model percolating, where more comprehensive, deeper approaches to an individual’s total health self could get continuously supported beyond the gym membership or occasional massage. You shouldn’t have to fly afar for an integrated spa experience.”

Spafinder

Section 65.3 Market Resources

International Spa Association, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504. (859) 226.4326. (www.experienceispa.com)


Spafinder, 257 Park Avenue South, Floor 10, New York, NY 10010. (212) 924-6800. (www.spafinder.com)
66.1 Sports Fans

The *Post Game Behavioral Study Of American Sports Fans*, by the Center for the Digital Future (www.digitalcenter.org) at the University of Southern California, Annenberg School for Communication, reported that 86% of Americans consider themselves sports fans. The following are findings of the study:

**Profile**

- Ninety-two percent (92%) of men and 80% of women consider themselves sports fans.
- Eighty-eight percent (88%) of sports fans follow more than one sport; 89% follow more than one team.
- Twenty-four percent (24%) say they are “intense” sports fans.
- The demographic profile of the most intense sports fans is as follows:
  - Gender: Male
  - Age: 35-to-54
  - Marital status: Married
  - Ethnicity: African-American
  - Income: $75,000-$100,000 per year
  - Education: College degree

- Even among the 14% of people who are not sports fans, most follow sports to some extent; one-third say they follow more than one team.

66.2 Favorite Sports

According to a recent Harris Poll (www.theharrispoll.com), favorite sports among adults (age 18 and older) are as follows:

- Pro football: 32%
- Baseball: 16%
- Men’s college football: 10%
- Auto racing: 7%
- Men’s pro basketball: 6%
- Men’s soccer: 6%
- Ice hockey: 6%
- Men’s college basketball: 3%
- Boxing: 2%
According to an ESPN Sports Poll, the following percentages of adults say they are fans or avid followers* of sports leagues:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Fan</th>
<th>Avid Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Football League (NFL)</td>
<td>66%</td>
<td>32%</td>
</tr>
<tr>
<td>NCAA Football</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Major League Baseball (MLB)</td>
<td>57%</td>
<td>19%</td>
</tr>
<tr>
<td>NCAA Basketball</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>National Basketball Association (NBA)</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>Extreme/action sports</td>
<td>46%</td>
<td>11%</td>
</tr>
<tr>
<td>Figure skating</td>
<td>45%</td>
<td>10%</td>
</tr>
<tr>
<td>Boxing</td>
<td>37%</td>
<td>10%</td>
</tr>
<tr>
<td>Mixed martial arts</td>
<td>36%</td>
<td>14%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>National Hockey League (NHL)</td>
<td>35%</td>
<td>8%</td>
</tr>
<tr>
<td>PGA Tour (golf)</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Horse racing</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Women’s Tennis Association Tour (WTA)</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Women’s National Basketball Association (WNBA)</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Major League Soccer (MLS)</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>Association of Tennis Professionals Tour (ATP)</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Pro wrestling</td>
<td>21%</td>
<td>6%</td>
</tr>
</tbody>
</table>

* A fan has some interest in the sport; an avid fan is very interested.

### 66.3 Major Events

Major sports events such as the Super Bowl, NCAA Basketball Finals, World Series, NBA Finals, and Kentucky Derby are followed by a majority of the U.S. population. Super Bowl viewership typically tops 110 million viewers in the U.S. and is the top at-home party event of the year.

In a reader poll by *SportsBusiness Journal*, sports fans said they would most like to attend the following sports events in person:

- Super Bowl
- The Masters
- Summer Olympics
- FIFA World Cup
66.4 Avid Sports Fans City-by-City

Scarborough Sports Marketing (www.scarborough.com) performs surveys in 81 metropolitan areas asking about 29 major spectator sports. The following are percentages of adults in each city that said they are avid fans of at least one major sport:

- Columbus, OH: 66%
- Boston, MA: 64%
- Buffalo, NY: 63%
- Pittsburgh, PA: 63%
- Green Bay/Appleton, WI: 62%
- Providence/New Bedford, RI: 62%
- Denver, CO: 62%
- Rochester, NY: 62%
- Louisville, KY: 62%
- Cleveland/Akron, OH: 62%
- San Antonio, TX: 62%
- Birmingham, AL: 62%
- Spokane, WA: 61%
- Dayton, OH: 61%
- Jacksonville, FL: 61%
- Indianapolis, IN: 61%
- Albany/Schenectady/Troy, NY: 60%
- Oklahoma City, OK: 60%
- Lexington, KY: 60%
- Flint/Saginaw/Bay City, MI: 60%
- Toledo, OH: 60%
- Colorado Springs/Pueblo, CO: 60%
- Mobile, Alabama/Pensacola, FL: 60%
- Detroit, MI: 60%
- Dallas/Ft. Worth, TX: 59%
- Greensboro/High Point/Winston-Salem, NC: 59%
- Norfolk/Portsmouth/Newport News, VA: 59%
- Minneapolis/Saint Paul, MN: 59%
- Washington, DC: 59%
- St. Louis, MO: 59%
- Roanoke/Lynchburg, VA: 59%
- Des Moines/Ames, IA: 59%
- Tampa/St. Petersburg, FL: 58%
- Tulsa, OK: 58%
- Philadelphia, PA: 58%
- Charlotte, NC: 58%
- Milwaukee, WI: 58%
- Las Vegas, NV: 58%
- Seattle/Tacoma, WA: 58%
- Albuquerque/Santa Fe, NM: 57%
- Hartford/New Haven, CT: 57%
- Chicago, IL: 57%
- Salt Lake City, UT: 57%
- New Orleans, LA: 57%
- Baltimore, MD: 57%
- Knoxville, TN: 57%
- Cincinnati, OH: 57%
- Nashville, TN: 57%
- Kansas City, MO: 57%
- Richmond/Petersburg, VA: 57%
- Greenville/Spartanburg/Anderson, NC: 57%
- Tucson, AZ: 56%
- Atlanta, GA: 56%
- Syracuse, NY: 56%
- Honolulu, HI: 56%
- West Palm Beach/Fort Pierce, FL: 56%
- Charleston/Huntington, WV: 56%
- Raleigh/Durham, NC: 56%
- Memphis, TN: 56%
- Phoenix, AZ: 55%
- Orlando/Daytona Beach/Melbourne, FL: 55%
- San Diego, CA: 55%
- Sacramento/Stockton/Modesto, CA: 55%
- Fort Myers/Naples, FL: 55%
- Harrisburg/Lancaster/Lebanon/York, PA: 54%
- Grand Rapids/Kalamazoo/Battle Creek, MI: 54%
- Austin, TX: 54%
- Chattanooga, TN: 53%
- Wilkes-Barre/Scranton, PA: 52%
- Houston, TX: 52%
- Portland, OR: 52%
- San Francisco/Oakland/San Jose, CA: 51%
- Los Angeles, CA: 51%
- Little Rock/Pine Bluff, AR: 51%
- Miami/Ft. Lauderdale, FL: 51%
- New York, NY: 50%
- El Paso, TX: 49%
- Fresno/Visalia, CA: 49%
• Wichita/Hutchinson, KS: 48%
• Bakersfield, CA: 48%
• Harlingen/Weslaco/Brownsville/McAllen, TX: 43%

Of all 81 metropolitan areas surveyed by Scarborough, 56% of residents said they are avid sports fans.

66.5 Attending Spectator Sports Events

According to The Media Audit (www.themediaaudit.com), the following metropolitan areas have the highest percentages of adults that attend one or more professional or college sports events annually:
• Omaha, NE: 33.3%
• Madison, WI: 30.6%
• Birmingham, AL: 29.7%
• Grand Rapids, MI: 29.5%
• Lexington, KY: 29.2%

Among all adults living in metropolitan areas, 21.5% attend three or more professional or college sports events annually.

66.6 Market Resources


**SPIRITUAL & WELLNESS RETREATS**

### 67.1 Overview

The quest for spirituality was described in *Megatrends 2010* (Patricia Aburdene, Hampton Roads Publishing Company, 2007) as the ‘greatest megatrend in the twenty-first century.’ Wellness, an active process of becoming aware of and making choices toward a healthy and fulfilling life, is also a recent megatrend.

“Interest in retreats and spiritual tourism has soared in recent years as millions of people seek a more meaningful kind of travel experience, one that provides stillness of mind and greater self-awareness. Despite a decline in religion, the yearning for spirituality and meaning in life has not diminished.”

Mintel, 7/17

### 67.2 Census of Retreats

According to Retreat Finder (www.retreatfinder.com), there were 2,522 retreats in the U.S. at year-end 2017.

The number of retreats by state is as follows:

- Alabama: 12
- Alaska: 6
- Arizona: 49
- Arkansas: 18
- California: 228
- Colorado: 44
- Connecticut: 25
- Delaware: 1
- District of Columbia: 5
- Florida: 63
- Georgia: 42
- Hawaii: 45
- Idaho: 13
- Illinois: 32
- Indiana: 49
- Iowa: 22
• Kansas: 19  • North Carolina: 90
• Kentucky: 30  • North Dakota: 4
• Louisiana: 16  • Ohio: 42
• Maine: 17  • Oklahoma: 3
• Maryland: 32  • Oregon: 28
• Massachusetts: 112  • Pennsylvania: 99
• Michigan: 63  • South Carolina: 9
• Minnesota: 77  • South Dakota: 9
• Mississippi: 4  • Tennessee: 12
• Missouri: 33  • Texas: 69
• Montana: 6  • Utah: 6
• Nebraska: 7  • Vermont: 17
• Nevada: 1  • Virginia: 28
• New Hampshire: 36  • Washington: 44
• New Jersey: 36  • West Virginia: 16
• New Mexico: 70
• New York: 166
• North Carolina: 90

67.3 Popular Retreats

The following are among the more popular spiritual and wellness retreats:

• 7 Centers Yoga Arts (Sedona, AZ)
• Art of Living Retreat and Center (Boone, NC)
• Big Sky Yoga Retreat (Bozeman, MT)
• Breitenbush Hot Springs Retreat (Detroit, OR)
• Canyon Ranch (Lenox, MA)
• Esalen Institute (Big Sur, CA)
• Feathered Pipe Ranch (Helena, MT)
• Ghost Ranch Education and Retreat Center (Abiquiu, NM)
• Green Gulch Farm Zen Center (San Francisco, CA)
• Hilton Head Institute (Hilton Head, SC)
• Himalayan Institute (Honesdale, PA)
• Insight Meditation Society (Barre, MA)
• Kalani (Pahoa, HI)
• Kripalu Center for Yoga & Health (Stockbridge, MA)
• Lake Shrine Temple (Pacific Palisades, CA)
• Miraval Resort & Spa (Tucson, AZ)
• Mount Madonna Center (Watsonville, CA)
• Omega Institute for Holistic Studies (Rhinebeck, NY)
• Omni La Costa Resort & Spa (Carlsbad, CA)
• Raj Ayurveda Center (Vedic City, IA)
• Rancho La Puerta (Baja, CA)
• Rancho Valencia Resort & Spa (Rancho Santa Fe, CA)
• Rolling Meadows Yoga & Meditation Retreats (Brooks, ME)
• Sanctuary on Camelback Mountain Resort & Spa (Scottsdale, AZ)
• Shambhala Mountain Center (Red Feather Lakes, CO)
• Silent Stay Retreat Hermitage (Vacaville, CA)
• Southern Dharma Retreat Center (Hot Springs, NC)
• Spiritual Retreat: Insight Meditation Society (Barre, MA)
• Stillpoint Lodge (Halibut Cove, AK)
• Stowe Mountain Ranch (Stowe, VT)
• The Standard Spa (Miami Beach, FL)
• The White Lotus Foundation (Santa Barbara, CA)
• The Yoga Lodge on Whidbey Island (Greenback, WA)
• Travaasa (Hana and Maui, HI, and Austin, TX)

67.4 Market Resources
Directory of Retreats, Retreat Finder. (www.retreatfinder.com/directory.aspx)
68

SPORTS BETTING

68.1 A New Era In Legal Sports Wagering

The Professional and Amateur Sports Protection Act (PASPA), enacted by Congress in 1992, prohibited the expansion of sports betting beyond Delaware, Montana, Nevada, and Oregon – the four states that had already conducted or were formally considering legislation on some form of sports betting. Among these states, only Nevada allowed casino sports betting.

In May 2018, the Supreme Court struck down PASPA, the federal law that barred gambling on football, basketball, baseball and other sports in most states, giving states the go-ahead to legalize betting on sports.

According to a report from Eilers & Krejcik Gaming (www.ekgamingllc.com), at least 18 state legislatures were preparing bills prior to the Supreme Court ruling to legalize and regulate sports gambling. The report projected that 32 states would likely offer sports betting within five years.

68.2 Market Assessment

The American Gaming Association (www.americangaming.org) estimates that Americans illegally wager about $150 billion on sports each year.

“Americans are now betting more than $150 billion annually on professional and college contests. (All but $250 million of it is illegal, which is why definitive figures are hard to come by.) By comparison, the non-betting sports industry – ticket sales, media rights, advertising revenue – is expected to reach around $74 billion next year.”

The New York Times, 3/30/18
68.3 Nevada Sports Books

In Nevada, there are 192 licensed sports books in operation. Sports wagering represents approximately 1.5% of the total casino win amount in Nevada.

According to the Nevada Gaming Commission and State Gaming Control Board (www.gaming.nv.gov), $4.87 billion was wagered at Nevada sports books in 2017. Gross gaming revenue (GGR) for sporting events was $248.8 million, a 13.5% increase over 2016. The win was 5.1% of the amount wagered.

Wagers and GGR were distributed by event in 2017 as follows:

<table>
<thead>
<tr>
<th>Wagers</th>
<th>GGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football:</td>
<td>$76.9 million</td>
</tr>
<tr>
<td>Basketball:</td>
<td>$87.4 million</td>
</tr>
<tr>
<td>Baseball:</td>
<td>$36.8 million</td>
</tr>
<tr>
<td>Other:</td>
<td>$47.7 million</td>
</tr>
</tbody>
</table>

Super Bowl Sunday is one of the busiest betting days of the year on the Las Vegas Strip. According to the Nevada Gaming Control Board, $158.6 million was wagered on Super Bowl LII at Las Vegas sports books in 2018. Of this amount, casinos earned $1.2 million, or 0.7%.

The Las Vegas Convention and Visitors Authority estimates that Super Bowl weekend produces approximately $110 million in non-gaming economic impact and attracts over 250,000 visitors.

Las Vegas’ sports book facilities have evolved into stylish environments with sophisticated technology designed to keep bettors engaged. Most casinos provide comfortable chairs, lighted tables for studying sports and race sheets, and free cocktails for those who make even a small wager.

The most attractive feature in recent years has been the introduction of mobile wagering. Players using wireless handsets can place bets instantly, even while watching an event, which eliminates the waits in lines at betting windows. The devices can be used to place side wagers, called in-running bets, on virtually every play in a game.

68.4 Esports Betting

Esports, defined as video game competitions in which players compete in front of live audiences, are rapidly gaining popularity in the United States.

Eilers & Krejcik Gaming forecast that the value of wagers and in-game items wagered on major esports titles at $12.9 billion by 2020, with more than 6.5 million people placing wagers.
“For esports betting, the PASPA decision opened the door. You’d never see game publishers get anywhere close to betting unless there is a tightly regulated market”

Chris Grove, Managing Director
Eilers & Krejcik Gaming
Fortune, 7/1/18
### 69.1 Conditioning and Fitness

The 2018 *Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reports total participation (at least once) and core participation (50 or more times) in conditioning and fitness activities among those ages six and older as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatic exercise:</td>
<td>10.5 million (-1.1%)</td>
<td>3.2 million (-5.9%)</td>
</tr>
<tr>
<td>Barre:</td>
<td>3.4 million (3.2%)</td>
<td>735,000 (6.0%)</td>
</tr>
<tr>
<td>Boot camp style cross-training:</td>
<td>6.6 million (1.0%)</td>
<td>2.0 million (-4.0%)</td>
</tr>
<tr>
<td>Calisthenics/bodyweight exercise:</td>
<td>24.4 million (-2.6%)</td>
<td>14.4 million (-6.4%)</td>
</tr>
<tr>
<td>Cardio kickboxing:</td>
<td>6.7 million (-3.0%)</td>
<td>2.0 million (-5.5%)</td>
</tr>
<tr>
<td>Cross-training style workouts:</td>
<td>13.6 million (5.5%)</td>
<td>6.7 million (3.8%)</td>
</tr>
<tr>
<td>Dance/other exercise to music:</td>
<td>22.6 million (3.6%)</td>
<td>7.7 million (0.9%)</td>
</tr>
<tr>
<td>Elliptical motion trainer:</td>
<td>32.3 million (0.2%)</td>
<td>16.4 million (-0.6%)</td>
</tr>
<tr>
<td>Free weights (barbells):</td>
<td>27.4 million (3.7%)</td>
<td>16.6 million (2.8%)</td>
</tr>
<tr>
<td>Free weights (hand weights/dumbbells):</td>
<td>52.2 million (1.4%)</td>
<td>33.3 million (-4.1%)</td>
</tr>
<tr>
<td>High impact/intensity training:</td>
<td>21.5 million (0.4%)</td>
<td>9.4 million (-2.3%)</td>
</tr>
<tr>
<td>Kettlebells:</td>
<td>12.2 million (13.4%)</td>
<td>5.0 million (5.2%)</td>
</tr>
<tr>
<td>Pilates training:</td>
<td>9.0 million (1.7%)</td>
<td>3.3 million (-0.6%)</td>
</tr>
<tr>
<td>Rowing machine:</td>
<td>11.7 million (8.1%)</td>
<td>4.4 million (1.3%)</td>
</tr>
<tr>
<td>Running/jogging:</td>
<td>50.8 million (7.1%)</td>
<td>26.8 million (4.5%)</td>
</tr>
<tr>
<td>Stair climbing machine:</td>
<td>14.9 million (-0.9%)</td>
<td>5.4 million (-5.2%)</td>
</tr>
<tr>
<td>Stationary cycling (group):</td>
<td>9.4 million (5.3%)</td>
<td>3.4 million (6.3%)</td>
</tr>
<tr>
<td>Stationary cycling (upright/recumb.):</td>
<td>36.0 million (-0.2%)</td>
<td>17.6 million (-1.6%)</td>
</tr>
<tr>
<td>Stretching/flexibility training:</td>
<td>33.2 million (-1.7%)</td>
<td>23.1 million (-3.7%)</td>
</tr>
<tr>
<td>Swimming for fitness:</td>
<td>27.1 million (2.0%)</td>
<td>8.8 million (-0.1%)</td>
</tr>
<tr>
<td>Tai Chi:</td>
<td>3.8 million (2.2%)</td>
<td>1.5 million (-0.2%)</td>
</tr>
<tr>
<td>Treadmill:</td>
<td>53.0 million (2.1%)</td>
<td>28.5 million (0.5%)</td>
</tr>
<tr>
<td>Walking for fitness:</td>
<td>110.8 million (2.7%)</td>
<td>75.5 million (2.9%)</td>
</tr>
<tr>
<td>Weight/resistance machine:</td>
<td>36.3 million (1.5%)</td>
<td>21.8 million (1.7%)</td>
</tr>
<tr>
<td>Yoga:</td>
<td>27.4 million (4.1%)</td>
<td>10.9 million (1.1%)</td>
</tr>
</tbody>
</table>
### 69.2 Individual Sports

Total participation (at least once) and core participation (varies by sport) in individual sports is as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Total</th>
<th>Core #</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure racing</td>
<td>2.5 million (-15.7%)</td>
<td>2+</td>
</tr>
<tr>
<td>Archery</td>
<td>7.8 million (-1.7%)</td>
<td>26+</td>
</tr>
<tr>
<td>Bowling</td>
<td>45.5 million (-0.9%)</td>
<td>13+</td>
</tr>
<tr>
<td>Boxing for competition</td>
<td>1.4 million (13.0%)</td>
<td>13+</td>
</tr>
<tr>
<td>Boxing for fitness</td>
<td>5.2 million (-0.3%)</td>
<td>13+</td>
</tr>
<tr>
<td>Golf</td>
<td>23.8 million (n/a)</td>
<td>-</td>
</tr>
<tr>
<td>Ice skating</td>
<td>10.0 million (-3.1%)</td>
<td>13+</td>
</tr>
<tr>
<td>Martial arts</td>
<td>5.8 million (1.6%)</td>
<td>13+</td>
</tr>
<tr>
<td>Mixed martial arts</td>
<td>1.0 million (-7.6%)</td>
<td>13+</td>
</tr>
<tr>
<td>Mixed martial arts (fitness)</td>
<td>2.4 million (-2.8%)</td>
<td>13+</td>
</tr>
<tr>
<td>Roller skating (2x2 wheels)</td>
<td>6.3 million (-2.9%)</td>
<td>13+</td>
</tr>
<tr>
<td>Roller skating (inline)</td>
<td>5.3 million (-2.1%)</td>
<td>13+</td>
</tr>
<tr>
<td>Skateboarding</td>
<td>6.4 million (-0.9%)</td>
<td>26+</td>
</tr>
<tr>
<td>Trail running</td>
<td>9.1 million (6.6%)</td>
<td>-</td>
</tr>
<tr>
<td>Triathlon (off-road)</td>
<td>1.9 million (10.2%)</td>
<td>2+</td>
</tr>
<tr>
<td>Triathlon (traditional/road)</td>
<td>2.2 million (-8.9%)</td>
<td>2+</td>
</tr>
<tr>
<td>Sport</td>
<td>Total (#)</td>
<td>Core (#)</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Football (flag)</td>
<td>6.6 million (6.1%) 13+</td>
<td>3.0 million (11.7%)</td>
</tr>
<tr>
<td>Football (touch)</td>
<td>5.6 million (-1.0%) 13+</td>
<td>2.3 million (-3.6%)</td>
</tr>
<tr>
<td>Football (tackle)</td>
<td>5.2 million (-4.7%) 26+</td>
<td>3.1 million (-4.6%)</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>4.8 million (-10.7%) 50+</td>
<td>1.7 million (-7.5%)</td>
</tr>
<tr>
<td>Ice hockey</td>
<td>2.5 million (-5.7%) 13+</td>
<td>1.3 million (-2.0%)</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>2.2 million (3.9%) 13+</td>
<td>1.0 million (9.8%)</td>
</tr>
<tr>
<td>Paintball</td>
<td>3.4 million (-8.1%) 8+</td>
<td>1.1 million (2.4%)</td>
</tr>
<tr>
<td>Roller hockey</td>
<td>1.8 million (-4.9%) 13+</td>
<td>415,000 (-15.5%)</td>
</tr>
<tr>
<td>Rugby</td>
<td>1.6 million (4.6%) 8+</td>
<td>524,000 (14.0%)</td>
</tr>
<tr>
<td>Soccer (indoor)</td>
<td>5.4 million (5.5%) 13+</td>
<td>2.7 million (-1.0%)</td>
</tr>
<tr>
<td>Soccer (outdoor)</td>
<td>11.9 million (-0.1%) 26+</td>
<td>5.3 million (-5.9%)</td>
</tr>
<tr>
<td>Softball (fast pitch)</td>
<td>2.3 million (-6.4%) 26+</td>
<td>1.2 million (-2.9%)</td>
</tr>
<tr>
<td>Softball (slow pitch)</td>
<td>7.3 million (-5.3%) 13+</td>
<td>4.2 million (-2.1%)</td>
</tr>
<tr>
<td>Swimming (team)</td>
<td>3.0 million (-10.7%) 50+</td>
<td>1.3 million (-9.8%)</td>
</tr>
<tr>
<td>Track and field</td>
<td>4.2 million (1.1%) 26+</td>
<td>2.1 million (-1.6%)</td>
</tr>
<tr>
<td>Ultimate frisbee</td>
<td>3.1 million (-14.9%) 13+</td>
<td>856,000 (-7.6%)</td>
</tr>
<tr>
<td>Volleyball (beach)</td>
<td>4.9 million (-9.9%) 13+</td>
<td>1.4 million (-6.4%)</td>
</tr>
<tr>
<td>Volleyball (court)</td>
<td>6.3 million (1.6%) 13+</td>
<td>3.4 million (0.4%)</td>
</tr>
<tr>
<td>Volleyball (grass)</td>
<td>3.5 million (-19.6%) 13+</td>
<td>947,000 (-13.8%)</td>
</tr>
<tr>
<td>Wrestling</td>
<td>1.9 million (-1.4%) 26+</td>
<td>717,000 (-8.4%)</td>
</tr>
</tbody>
</table>

### 69.5 Outdoor Sports
Total participation (at least once) and core participation (8 or more times) in outdoor sports is as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total (#)</th>
<th>Core (#)</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backpacking (overnight)</td>
<td>11.0 million (8.1) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Bicycling - BMX</td>
<td>3.4 million (9.9) 13+</td>
<td>1.4 million (2.2%)</td>
<td></td>
</tr>
<tr>
<td>Bicycling - mountain</td>
<td>8.6 million (-0.1) 13+</td>
<td>4.2 million (-2.8%)</td>
<td></td>
</tr>
<tr>
<td>Bicycling - road/paved</td>
<td>38.9 million (1.3%) 26+</td>
<td>18.7 million (-2.4%)</td>
<td></td>
</tr>
<tr>
<td>Birdwatching (&gt;¼ mile)</td>
<td>12.3 million (6.1%) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Camping (&lt;¼ mile)</td>
<td>26.3 million (-0.8%) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Camping (RV)</td>
<td>16.2 million (1.9%) 8+</td>
<td>6.8 million (-4.3%)</td>
<td></td>
</tr>
<tr>
<td>Climbing (sport/boulder)</td>
<td>2.1 million (n/a) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Climbing (indoor)</td>
<td>5.0 million (n/a) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Climbing (ice/mountaineering)</td>
<td>2.5 million (-9.4%) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Fishing (fly)</td>
<td>6.8 million (5.2%) 8+</td>
<td>2.3 million (3.1%)</td>
<td></td>
</tr>
<tr>
<td>Fishing (freshwater)</td>
<td>38.3 million (0.6%) 8+</td>
<td>18.4 million (3.1%)</td>
<td></td>
</tr>
<tr>
<td>Fishing (saltwater)</td>
<td>13.1 million (6.5%) 8+</td>
<td>5.4 million (7.3%)</td>
<td></td>
</tr>
<tr>
<td>Hiking (day)</td>
<td>44.9 million (6.6%) -</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Hunting (bow)</td>
<td>4.6 million (4.8%) 8+</td>
<td>2.0 million (0.5%)</td>
<td></td>
</tr>
<tr>
<td>Hunting (handgun)</td>
<td>3.2 million (-7.7%) 8+</td>
<td>1.0 million (-12.3%)</td>
<td></td>
</tr>
<tr>
<td>Hunting (rifle)</td>
<td>11.2 million (3.6%) 13+</td>
<td>2.8 million (-1.2%)</td>
<td></td>
</tr>
<tr>
<td>Hunting (shotgun)</td>
<td>8.6 million (3.4%) 8+</td>
<td>3.4 million (5.0%)</td>
<td></td>
</tr>
</tbody>
</table>
69.6 Water Sports
Total participation (at least once) and core participation (8 or more times) in water sports is as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boardsailing/windsurfing</td>
<td>1.6 million (-9.5%)</td>
<td>284,000 (-1.4%)</td>
</tr>
<tr>
<td>Canoeing</td>
<td>9.2 million (-8.2%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Jet skiing (recreational)</td>
<td>5.4 million (-6.3%)</td>
<td>1.6 million (-9.1%)</td>
</tr>
<tr>
<td>Kayaking (sea touring)</td>
<td>3.0 million (-5.4%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Kayaking (white water)</td>
<td>2.5 million (-2.1%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Rafting</td>
<td>3.5 million (1.5%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Sailing</td>
<td>3.9 million (-3.0%)</td>
<td>1.3 million (-0.6%)</td>
</tr>
<tr>
<td>Scuba diving</td>
<td>2.9 million (-7.6%)</td>
<td>761,000 (-7.1%)</td>
</tr>
<tr>
<td>Snorkeling</td>
<td>8.4 million (-3.8%)</td>
<td>1.7 million (-6.2%)</td>
</tr>
<tr>
<td>Stand-up paddling</td>
<td>3.3 million (3.3%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Surfing</td>
<td>2.7 million (-4.0%)</td>
<td>975,000 (-4.8%)</td>
</tr>
<tr>
<td>Wakeboarding</td>
<td>3.0 million (3.2%)</td>
<td>903,000 (1.0%)</td>
</tr>
<tr>
<td>Water skiing</td>
<td>3.6 million (-3.5%)</td>
<td>1.0 million (-3.0%)</td>
</tr>
</tbody>
</table>

69.7 Winter Sports
Total participation (at least once) in winter sports is as follows (change from previous year in parenthesis):

- Skiing, alpine/downhill: 9.9 million (6.6%)
- Skiing, cross-country: 5.1 million (9.0%)
- Skiing, freestyle: 5.4 million (15.5%)
- Sledding/saucer riding/tubing: 9.5 million (7.6%)
- Snowboarding: 7.6 million (-0.6%)
- Snowmobiling: 3.0 million (-9.5%)
- Snowshoeing: 3.7 million (5.0%)
- Telemarking, downhill: 2.5 million (-11.1%)

69.8 Market Resources
Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
70.1 Overview

Neighborhoods across the U.S. host annual block parties and street festivals. Block parties have been recognized as a very positive way for people to connect to build stronger, healthier, and more cohesive communities. Street festivals can also build goodwill in the host communities.

A block party is a community sponsored, public event where there are no sales of goods or services. Most block parties are limited to one block and one day.

Street festivals and block parties are organized by groups of residents from the host community rather than by businesses. Businesses often serve as sponsors, providing gift certificates, donating items that can be raffled, and providing coupons for refreshments.

70.2 Block Parties

Block parties are generally open only to residents of a neighborhood and their invited guests. Many cities do not require permits for block parties that do not exceed attendance of 100 or involve street closure. Parties must still abide by ordinances.

Block parties number in the hundreds in many large cities and in the thousands across the U.S.

Philadelphia, Pennsylvania, is recognized as hosting a large number of block parties. From 2006 to 2016, 68,553 block party permits were issued in Philadelphia, according to Plan Philly (www.planphilly.com).

“Philadelphia is a block party city. Take a stroll around any Philly neighborhood on a weekend afternoon in the summer, and you’ll probably spot more than one.”

Plan Philly, 8/12/17
Some street festivals have grown in popularity, becoming city-wide in scope and attracting thousands of out-of-towners as well as locals.

The largest street festival in the U.S. is the Feast of San Gennaro (www.sangennaro.org), celebrated in New York City’s Little Italy section between Canal and Mott Streets. Although scaled down recently due to crowd control measures, the 11-day event has an estimated one million in attendance.

The Calle Ocho festival (http://carnavalmiami.com/index.php/calle-cho), the country’s biggest Hispanic street party held annually in March in the Little Havana district of Miami, draws more than a million people.

South by Southwest (SXSW), a street festival held annually in Austin, Texas, attracts over 400,000 people. Originally dedicated to showcasing technology, SXSW has morphed into a week-long festival that takes over nearly every venue in the city.

The Evansville (Indiana) West Side Nut Club reports that over 200,000 people attend their annual Fall Festival.
71

SWIMMING

71.1 Participation

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), 27.1 million people swim for fitness at least once a year – 18.3 million are casual participants (<50 times per year) and 8.8 million are core participants (>50 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>14.1 million</td>
<td>7.5 million</td>
</tr>
<tr>
<td>2012</td>
<td>15.1 million</td>
<td>8.1 million</td>
</tr>
<tr>
<td>2013</td>
<td>16.9 million</td>
<td>9.4 million</td>
</tr>
<tr>
<td>2014</td>
<td>16.5 million</td>
<td>8.8 million</td>
</tr>
<tr>
<td>2015</td>
<td>17.1 million</td>
<td>9.2 million</td>
</tr>
<tr>
<td>2016</td>
<td>17.8 million</td>
<td>8.8 million</td>
</tr>
<tr>
<td>2017</td>
<td>18.3 million</td>
<td>8.8 million</td>
</tr>
</tbody>
</table>

71.2 Competitive Swimming

An estimated 300,000 people swim competitively in the United States. Club swimming in the U.S. has two major seasons. During the short-course season, from September to the end of March, swimmers swim in 25-yard pools. The long-course season is swum in 50-meter Olympic pools and lasts from April to the end of August.

According to the National Federation of State High School Associations (www.nfhs.org), 170,797 girls and 138,364 boys competed in swimming and diving during the 2016-2017 school year.

Swimming, diving, and water polo are recognized as official sports for both men and women by the National Conference of Athletic Associations (NCAA, www.ncaa.org).

USA Swimming (www.usaswimming.org), the national governing body for the sport in the U.S., sanctions over 4,000 events each year. Membership, comprised of swimmers from the age-group level to the Olympic Team as well as coaches and volunteers, is approximately 300,000.

USA Diving (www.usadiving.org) offers a variety of programs for divers of all ages and skill levels.
71.3 Swimming Pools

According to USA Swimming and the National Swimming Pool Foundation (www.nspf.org), there are 10 million swimming pools in the United States; 360,000 are public pools open year round.

According to Pool & Spa Marketing Magazine, there are approximately 12 million residential swimming pools in the United States; approximately 6.3 million are in-ground pools. Between 350,000 and 400,000 new residential pools are installed annually; approximately 50% of these are in-ground pools.

According to IBISWorld (www.ibisworld.com), there are 12,585 swimming pool construction companies in the United States; combined revenue is $9 billion.

71.4 Market Resources


USA Swimming, 1 Olympic Plaza, Colorado Springs, CO 80909. (719) 866-4578. (www.usaswimming.org)
72

TAILGATING

72.1 Overview

* A Cultural Analysis of Tailgating*, a recent study by Prof. John F. Sherry Jr. at the University of Notre Dame, showed that tailgating is not only fun for participants, it builds community and nurtures tradition for the team which host the activities.

“Pregame tailgating isn’t just a party, it’s a complex community-building exercise. Tailgating is more about sharing than it is about competition, and people who participate help build the brands of their favorite teams. The individual traditions that they are creating add to the larger tradition. They see it as participating in the team experience. Tailgating before college games enables fans to surround the entertainment that’s provided for you with entertainment that you yourself are creating.”

John F. Sherry Jr., Ph.D.
Herrick Professor of Marketing
University of Notre Dame

72.2 Market Assessment

Online Colleges (www.onlinecolleges.com) estimates annual spending on food, beverages, and supplies for tailgating at $35 billion. The defunct American Tailgaters Association (ATA) had assessed the market lower, estimating that 20 million to 50 million tailgaters spend from $7 billion to $15 billion each year on food and gear.
Tailgaters are generally an affluent group. According to the ATA, some 57% of tailgaters earn $75,000-plus annually; 82% are homeowners. Students make up only about 5% of tailgaters at college football games; 60% are ages 25-to-44. Some tailgaters bring a recreational vehicle (RV) to events for access to a kitchen and refrigerator, and a convenient bathroom.

The average tailgater attends six to 10 parties a season and spends more than $500 on food (not including alcoholic beverages). Ninety-five percent (95%) of tailgaters prepare their food on site.

72.3 Tailgating Events

The most popular events for tailgating are college and professional football games. An estimated 30% of people attending tailgating parties at football stadiums never enter the stadium.

Tailgating dates to the 1870s when fans traveled to Ivy League football games by horse-drawn carriage. Modern tailgating gained attention in the 1950s when Florida Times-Union dubbed tailgating at the University of Florida and University of Georgia game ‘The World’s Largest Outdoor Cocktail Party.’

The Ultimate Tailgate Party, held on football weekends at Penn State, has one of the largest areas for tailgating – some 40,000 people tailgate at the agricultural fields around Beaver Stadium.

At Ohio State, the Hineygate party, a tradition since the mid-1980s, draws up to 50,000 students and fans on football weekends.

There are tailgating activities at every NFL stadium. The professional football season ends with the NFL Tailgate Party, hosted by the National Football League itself and held in conjunction with the Super Bowl. Attendance at the event is by invitation only, and tickets are harder to score than for the Super Bowl itself. Guests have access to meet and greets as well as autograph signings. Thousands of people unable to attend the NFL Tailgate Party tailgate in the parking lots and areas near the Super Bowl host stadium.

According to IPG Media Lab (www.ipglab.com), 24% of NFL stadium goers tailgate, spending $196 per game on food, drink, and other supplies. The average tailgater goes to three games a year and spends $588 per season.

Within the last few years, tailgating has spread to high school football games. Among the biggest tailgating events are those staged by the 100,000 people on the infield at Churchill Downs for the Kentucky Derby. More than 100,000 people tailgate at the Indianapolis 500.

Some of the biggest non-sports-related events attracting tailgating are concerts. Among the biggest parties are Jimmy Buffett concerts, where fans congregate on parking lots hours before the concerts and host Parrothead tailgates.
Tailgating Hospitality Services

Several companies provide hospitality services for pregame activities that include facilities and catering for corporate clients and groups of fans.

“Tailgating is no picnic in sports. The business of pregame hospitality today requires an ever higher degree of premium service as corporate clients and college donors grow accustomed to more luxury at the game. Across the sports landscape and especially in football, where tailgating plays a pivotal role in the game-day experience, big league teams and colleges have stepped up their game to provide greater hospitality options outside the stadium walls. As the quality level of pregame options rises, it’s no longer enough in some college markets to offer catered meals and tent space. Like the pros, schools compete against the couch at home, and to keep sponsor and donor revenue streams flowing, athletic departments are finding creative ways to add value to tailgating. The trends focus on turnkey operations.”

SportsBusiness Journal

The following are companies that provide tailgating hospitality services:
- Block Party Suites (www.blockpartysuites.com)
- boxLIFE (www.boxlifeusa.com)
- GameDay Traditions (www.gamedaytraditions.com)
- Tailgate Club, division of IMG College (www.imgcollege.com/services/hospitality)
- Tailgate Guys (www.tailgateguys.com)

Most tailgating events are staged in basic tents but some are hosted in more upscale settings. Block Party Suites and boxLIFE offer luxury tailgate suites made from converted shipping containers. GameDay Traditions provides ‘tailgate mansions,’
climate-controlled house-like structures with front porches, luxury amenities, and concierge service.

“There’s not a campus out there that’s not talking about tailgating, fan experience, and game day activities.”

Tim Pernetti, President
IMG College
SportsBusiness Journal, 8/14/17

72.5 Best Cities For Tailgating
An assessment by DirecTV and KVH Industries ranked 31 cities with professional sports teams for the best tailgating. Criteria included stadium parking lots, overall tailgating environment, tailgating-fan enthusiasm, and the use of tailgating accessories. The top cities were as follows:
1. Baltimore, MD
2. Denver, CO
3. Houston, TX
4. San Diego, CA
5. Cincinnati, OH
6. Miami, FL
7. Tampa, FL
8. Kansas City, MO
9. Buffalo, NY
10. (tie) Philadelphia, PA
10. (tie) Phoenix, AZ

ESPN rated Louisiana State University, Ole Miss, Tennessee, Washington, and Penn State highest for collegiate tailgating experiences. Food & Wine ranked the best tailgating at football games as follows:

College Football
• Ole Miss Rebels (Vaught-Hemingway Stadium at Hollingsworth Field)
• Notre Dame Fighting Irish (Notre Dame Stadium)
• Texas Longhorns (Darrell K. Royal-Texas Memorial Stadium)
• North Carolina Tar Heels (Kenan Memorial Stadium)
• Auburn Tigers (Jordan-Hare Stadium)
• Colorado Buffaloes (Folsom Field)
• Nebraska Cornhuskers (Memorial Stadium)
• Wisconsin Badgers (Camp Randall Stadium)
• Oklahoma Sooners (Gaylord Family-Oklahoma Memorial Stadium)
• University of Michigan Wolverines (Michigan Stadium)
• University of Washington Huskies (Husky Stadium)
• Duke Blue Devils (Wallace Wade Stadium)
• LSU Tigers (Tiger Stadium)

Professional Football
• Kansas City Chiefs (Arrowhead Stadium)
• Chicago Bears (Soldier Field)
• Buffalo Bills (Ralph Wilson Stadium)
• San Diego Chargers (Qualcomm Stadium)
• Pittsburgh Steelers (Heinz Field)
• New York Giants and New York Jets (MetLife Stadium)
• Cleveland Browns (Cleveland Browns Stadium)
• New England Patriots (Gillette Stadium)
• Houston Texans (Reliant Stadium)
• Green Bay Packers (Lambeau Field)
• Miami Dolphins (Sun Life Stadium)
• Tampa Bay Buccaneers (Raymond James Stadium)
• Cincinnati Bengals (Paul Brown Stadium)
• Oakland Raiders (Oakland-Alameda County Coliseum)
• Washington Redskins (FedEx Field)
• Philadelphia Eagles (Lincoln Financial Field)
• Baltimore Ravens (M&T Bank Stadium)

The following are ranked the best NASCAR tracks for tailgating:
• Bristol Motor Speedway (Bristol, TN)
• Charlotte Motor Speedway (Concord, NC)
• Indianapolis Motor Speedway (Indianapolis, IN)
• Pocono Raceway (Long Pond, PA)
• Infineon Raceway (Sonoma, CA)
• Dover Downs (Dover, DE)
• Talladega Superspeedway (Talladega, AL)
73

TARGET SPORTS

73.1 Participation

Target sports include archery, competitive and informal trap and skeet shooting, metallic silhouette, sporting clays, action pistol, smallbore rifle and pistol, and Olympic shooting.

According to the National Shooting Sports Foundation (NSSF, www.nssf.org), more than 40 million Americans participate at least once a year in recreational shooting or hunting. By comparison, 25 million people play golf and 18 million people play tennis at least once a year.

“This may come as a rude shock to fans of traditional country club sports, but more Americans take part in sports involving guns than play tennis and golf combined.”

*The New York Times*

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), the number of people participating in archery and shooting sports is as follows:

- Target shooting - handgun: 14.4 million
- Target shooting - rifle: 13.9 million
- Archery: 7.7 million
- Shooting - sporting clays: 5.1 million
- Shooting - trap/skeet: 4.3 million

The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years. According to the most recent report, published in August 2017, 12.4 million people used archery equipment recreationally; 9.8 million were age 16 and older. There were 32.0 million target shooters using firearms; 28.2 million were age 16 and older.
According to a November 2017 report by IBISWorld (www.ibisworld.com), there are 2,523 shooting ranges in the United States; combined revenue is $1.0 billion.

### 73.2 Demographics

The NSSF provides the following demographic profile for participants in the shooting sports disciplines:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Archery</th>
<th>Sporting Clays</th>
<th>Trap/Skeet</th>
<th>Target Shooting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female:</td>
<td>35.6%</td>
<td>18.9%</td>
<td>16.3%</td>
<td>26.8%</td>
</tr>
<tr>
<td>Male:</td>
<td>64.4%</td>
<td>81.1%</td>
<td>83.7%</td>
<td>73.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Casual</th>
<th>Core</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-to-11:</td>
<td>27.1%</td>
<td>4.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>12-to-17:</td>
<td>24.1%</td>
<td>15.5%</td>
<td>8.9%</td>
</tr>
<tr>
<td>18-to-24:</td>
<td>15.4%</td>
<td>17.2%</td>
<td>20.7%</td>
</tr>
<tr>
<td>25-to-34:</td>
<td>12.7%</td>
<td>16.0%</td>
<td>20.1%</td>
</tr>
<tr>
<td>35-to-44:</td>
<td>7.4%</td>
<td>14.5%</td>
<td>21.3%</td>
</tr>
<tr>
<td>45-to-54:</td>
<td>6.9%</td>
<td>20.3%</td>
<td>20.2%</td>
</tr>
<tr>
<td>55-to-64:</td>
<td>5.8%</td>
<td>9.5%</td>
<td>8.9%</td>
</tr>
<tr>
<td>65 and older:</td>
<td>0.6%</td>
<td>2.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Average age:</td>
<td>23.0</td>
<td>34.3</td>
<td>32.9</td>
</tr>
</tbody>
</table>

### 73.3 Archery

Casual participation (<8 times per year) in archery and core participation (>8 times per year) have been as follows (source: SFIA):

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012:</td>
<td>5.9 million</td>
<td>1.2 million</td>
<td>7.2 million</td>
</tr>
<tr>
<td>2013:</td>
<td>6.3 million</td>
<td>1.3 million</td>
<td>7.6 million</td>
</tr>
<tr>
<td>2014:</td>
<td>7.0 million</td>
<td>1.4 million</td>
<td>8.4 million</td>
</tr>
<tr>
<td>2015:</td>
<td>7.0 million</td>
<td>1.3 million</td>
<td>8.3 million</td>
</tr>
<tr>
<td>2016:</td>
<td>6.6 million</td>
<td>1.3 million</td>
<td>7.9 million</td>
</tr>
<tr>
<td>2017:</td>
<td>6.6 million</td>
<td>1.2 million</td>
<td>7.8 million</td>
</tr>
</tbody>
</table>

According to the Archery Trade Association (www.archerytrade.org), there are 21.6 million adult archers in the U.S. This represents 9.2% of the U.S. adult population. Seventy-eight percent (78%) of archers (16.85 million) are male and 22% (4.75 million) are female.

Among archers, the level of participation is as follows:

- Shoot casually or 'just for the fun of it': 93%
- Preparation to bowhunt: 48%
- Preparation to compete in leagues or tournaments: 9%
Distribution of archery participants is as follows:

• Shoot target archery only: 45%
• Shoot targets and bowhunt: 31%
• Bowhunt exclusively: 24%

Participation is as follows:

**Target-Only Archers**
- Five days or less: 34%
- Six to 20 days: 24%
- More than 20 days: 32%

**Bowhunting-Only Archers**
- Five days or less: 25%
- Six to 20 days: 42%
- More than 20 days: 22%

Gear preferences are as follows:

**Target Archers**
- Compound bows: 71%
- Recurves: 25%
- Crossbows: 15%

**Bowhunters**
- Compound bows: 83%
- Crossbows: 23%
- Recurves: 11%

Many archers and bowhunters own and shoot firearms. Of all U.S. hunters and target shooters, 23.9% shoot firearms and bows; 9.9% shoot bows only. Among all U.S. target shooters, 19.6% shoot firearms and bows; 9.4% shoot bows only. Among all U.S. hunters, 29.9% shoot firearms and bows; 5.8% bowhunt exclusively.

### 73.4 Sporting Clays

Casual participation (<8 times per year) in sporting clays and core participation (>8 times per year) have been as follows (source: SFIA):

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3.1 million</td>
<td>1.5 million</td>
<td>4.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>3.1 million</td>
<td>1.4 million</td>
<td>4.5 million</td>
</tr>
<tr>
<td>2014</td>
<td>3.2 million</td>
<td>1.8 million</td>
<td>4.6 million</td>
</tr>
<tr>
<td>2015</td>
<td>3.7 million</td>
<td>1.6 million</td>
<td>5.4 million</td>
</tr>
<tr>
<td>2016</td>
<td>4.0 million</td>
<td>1.5 million</td>
<td>5.5 million</td>
</tr>
<tr>
<td>2017</td>
<td>3.6 million</td>
<td>1.5 million</td>
<td>5.1 million</td>
</tr>
</tbody>
</table>
Sporting clays, a British import, has gained in popularity in the United States over the last two decades, in part, because it does not carry the stigmas associated with wounding or killing wildlife. In fact, sporting clays is often described as golf with a shotgun because it poses the challenge of completing an outdoor course where terrain and weather conditions are important factors. But to sporting clays enthusiasts, the allure of their game is primal, unlike golf, because it harks back to the ancient impulse to hunt. The NSSF estimates that nine million target shooters have taken part in sporting clays.

Public and private sporting clays sites are located throughout the U.S. The private Pawling Mountain Club in Pawling, New York, is regarded as the sporting clays equivalent of Shinnecock Hills, the private club in Southampton, New York, where the United States Open golf championship was held recently. Other top sites include the M&M Hunting Preserve and Sporting Clays (Pennsville, New Jersey), Homestead (Hot Springs, Virginia), Lanai Pine on the Hawaiian island of Lanai, Orvis Sandanona (Millbrook, New York), and Tamarack Preserve (Millbrook, New York).

Trapshooting, one of the three major disciplines of competitive clay pigeon shooting, is a sanctioned high school sport in Arizona, Illinois, Kansas, Minnesota, North Dakota, South Dakota, and Wisconsin. Competitions are marshaled by the USA State High School Clay Target League (www.usaclaytarget.com). There are more than 295 teams across the U.S. In Minnesota, trapshooting is the fastest-growing high school sport.

“Minnesota’s high school trapshooting championship drew about 5,000 contestants.”

_Bloomberg Businessweek_

The National Shooting Sports Foundation estimates the average consumer who takes up trapshooting at age 16 will spend $75,000 on the sport over a lifetime.

73.5 Market Resources
Archery Trade Association, P.O. Box 70, New Ulm, MN 56073. (507) 233-8130. (www.archerytrade.org)

National Field Archery Association, 800 Archery Lane, Yankton, SD 57078. (605) 260-9279. (www.nfaausa.com)
National Shooting Sports Foundation, 11 Mile Hill Road, Newtown, CT 06470.  
(203) 426-1320.  (www.nssf.org)

(www.ibisworld.com/industry/shooting-ranges.html)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910.  (301) 495-6321.  (www.sfia.org)

U.S. Fish & Wildlife Service, 1849 C Street NW, Room 3331, Washington, DC 20240.  
(202) 208-4717.  (www.fws.gov)
TENNIS

74.1 Participation

According to the United States Tennis Association (USTA, www.usta.com), 27 million people play tennis. In total, there are approximately 600 million play occasions each year.

According to the 2017 State of the Industry, by the Tennis Industry Association, (www.tennisindustry.org), there are 10 million ‘core’ tennis players who play at least 10 times a year. Core players account for 94% of all tennis play occasions and over 80% of all spending in the tennis economy.

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), the following number of people have played tennis at least once:

- 2008: 17.7 million
- 2009: 18.5 million
- 2010: 18.7 million
- 2011: 17.8 million
- 2012: 17.0 million
- 2013: 17.7 million
- 2014: 17.9 million
- 2015: 18.0 million
- 2016: 18.1 million
- 2017: 17.7 million

74.2 Spending

2017 State of the Industry reported annual spending for tennis in the U.S. at $5.73 billion. Spending for facilities, lessons, and professional tennis tournaments are all increasing.

74.3 Demographics

The following is a profile of USTA members:

Age
- 18 and under: 24%
- 19-to-34: 14%
- 35-to-44: 22%
- 45-to-54: 22%
- 55-to-64: 12%
- 65 and older: 6%
Household Income
• Under $25,000: 1%
• $25,000 to $49,999: 12%
• $50,000 to $74,999: 18%
• $75,000 to $99,999: 14%
• $100,000 to $149,999: 35%
• $150,000 to $199,999: 9%
• $200,000 and higher: 11%

74.4 Market Resources
National Tennis Foundation, 5490 McGinnis Village Place, Alpharetta, GA 30005. (866) 479-7857. (www.nationaltennisfoundation.org)

Tennis Industry Association, 5 New Orleans Road, Suite 200, Hilton Head Island, SC 29928. (843) 686-3036. (www.tennisindustry.org)

United States Tennis Association, 70 West Red Oak Lane, White Plains, NY 10604. (914) 696-7000. (www.usta.com)
THEATRE

75.1 Overview

According to Survey of Public Participation in the Arts, published by The National Endowment for the Arts (www.arts.gov), 15.2% of adults (35.7 million adults) attend at least one musical play each year, a drop from 16.7% who did so in 2008. Non-musical plays are attended by 8.3% of adults (19.5 million adults), a decline from 9.4% who did so five years prior.

By demographic, the following percentages of adults attend theatrical performances:

<table>
<thead>
<tr>
<th></th>
<th>Musical Plays</th>
<th>Non-musical Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>17.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Male</td>
<td>12.9%</td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>18.4%</td>
<td>10.0%</td>
</tr>
<tr>
<td>African-American</td>
<td>9.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7.4%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Other</td>
<td>11.3%</td>
<td>4.9%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-to-24</td>
<td>12.9%</td>
<td>6.3%</td>
</tr>
<tr>
<td>25-to-34</td>
<td>13.6%</td>
<td>7.5%</td>
</tr>
<tr>
<td>35-to-44</td>
<td>12.9%</td>
<td>7.3%</td>
</tr>
<tr>
<td>45-to-54</td>
<td>16.8%</td>
<td>9.5%</td>
</tr>
<tr>
<td>55-to-64</td>
<td>19.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>65-to-74</td>
<td>17.8%</td>
<td>10.6%</td>
</tr>
<tr>
<td>75 and over</td>
<td>12.0%</td>
<td>7.8%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grade school</td>
<td>1.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>High school</td>
<td>2.9%</td>
<td>1.8%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>8.3%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Some college</td>
<td>14.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>College graduate</td>
<td>26.6%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Graduate school</td>
<td>32.1%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>
75.2 Local Theatre

According to Theater Communications Group (TCG, www.tcg.org), which represents the not-for-profit American theater, there are 1,850 not-for-profit professional theaters in the United States.

The 37th Annual Research Report, published in November 2017 by TCG, provides the following theater-related data:

- Attendance: 31,000,000
- Subscribers: 1,400,000
- Performances: 235,000
- Productions: 25,000
- Earnings: $1.26 billion
- Contributions: $1.17 billion
- Total income: $2.43 billion

The economic impact of local theatre on the communities they serve is $2 billion, according to TCG.

75.3 National Theatre

Theatrical performances are major attractions in New York City, Las Vegas, and Branson. The following is a summary of theatre performances at these three destinations:

Broadway Theatre
- The Broadway League (www.broadwayleague.com) reported that 13.27 million tickets were sold for the 2016-2017 season; gross revenue was $1.45 billion. Approximately 35% of the Broadway audience is local; 65% are tourists.
- The following provides a summary of Broadway theatres and productions of the 2017-2018 season: www.broadway.org/shows.

Las Vegas Shows
- According to the Las Vegas Visitor Profile, published by the Las Vegas Convention and Visitors Authority (LVCVA, www.lvcva.com), 59% of the 39.0 million visitors to Las Vegas in 2017 attended a show. About one-half of all visitors who saw shows saw a lounge act (up from 2016), while more than one in four saw a Broadway/production show (down from 2014 thru 2016), and more than one in five saw big-name headliner shows.
- The following links to a list of Las Vegas performing shows: www.vegas.com/shows/.

Branson Theater
- Known as the “Live Music Show Capital of the World,” theaters in Branson, Missouri, feature over 100 shows every day. Some 70,000 people see shows each day. Over 7.5 million tourists visit Branson each year, primarily to attend theater performances.
• The following links to a list of Branson theaters and the 2018 schedule of shows: www.bransontourismcenter.com/shows.

75.4 Touring Broadway

Broadway Theatre
• The Broadway League reported that 13.9 million tickets were sold for the 2016-2017 Touring Broadway (www.touringbroadway.com) season; gross revenue was $1.01 billion.
• Twenty-four (24) Broadway shows toured in 2018, as follows:
  - A Night with Janis Joplin
  - Aladdin
  - An American in Paris
  - Beautiful - The Carole King Musical
  - Bright Star
  - Chicago
  - Finding Neverland
  - Hamilton
  - Jersey Boys
  - Les Misérables
  - Love Never Dies
  - On Your Feet! The Story of Emilio & Gloria Estefan
  - School of Rock The Musical
  - Something Rotten!
  - The Bodyguard
  - The Book of Mormon
  - The Color Purple
  - The Humans
  - The Illusionists
  - The King and I
  - The Lion King
  - The Phantom of the Opera
  - Waitress
  - Wicked

  Touring Broadway shows travel to theatres in 146 cities. The following is a link to a list of these theatres: www.rkma.com/TouringBroadway.pdf.

75.5 Market Resources

National Endowment for the Arts, 400 7th Street SW, Washington, DC 20506. (202) 682-5400. (www.arts.gov)
The Broadway League, 226 West 47th Street, 6th Floor, New York, NY 10036. (212) 764-1122. (www.livebroadway.com)

Theatre Communications Group, 520 8th Avenue, 24th Floor, New York, NY 10018. (212) 609-5901. (www.tcg.org)
76.1 Overview

A trading-card game, or collectible-card game, consists of specially designed sets of playing cards that are mass-produced for trading or collectibility and with rules for strategic game play. In trading card games, players use their own deck. Players acquire these cards by trading with other players or buying card packs.

Trading-card games differ from regular card games because players first buy starter decks and later buy booster packs, which contain a random selection of cards of varying rarities, to expand their selection of cards.

76.2 Magic: The Gathering

Magic: The Gathering, invented by Richard Garfield and patented by Wizards of the Coast in 1993, was the first trading-card game and it remains, by far, the most popular. Hasbro acquired Wizards of the Coast in 1999. As of 2017, there were more than 16,000 unique Magic cards. There are more than 20 million players worldwide.

“Magic: The Gathering, the most popular trading-card game ever, has become a mass movement of players who battle it out with the help of spells, creatures, and other powers printed on cards at casual gatherings. The more serious planeswalkers (in Magic-speak) take part in dozens of competitions around the world. The majority are young men in their 20s, but people of all ages, backgrounds, and levels of skill play Hasbro’s game.”

Bloomberg Businessweek
Magic: The Gathering is published in 11 languages, has a thriving tournament scene, and a professional league.

The Magic Pro Tour, inaugurated in 1996, has five events each year plus a World Magic Cup, with teams competing from more than 70 countries.

The Lady Planeswalkers Society (www.facebook.com/LadyPlaneswalkersSociety/), founded in 2011, has helped bring more women into the game. An estimated 38% of players are female, up from less than 10% in 2010.

There is an active secondary market in individual cards among players and game shops. The most expensive cards in standard tournament play are usually priced at $35 to $50, although many commonly played cards in the modern and legacy formats sell for $60 to $180.

Cards which perform well in high-level tournaments often increase dramatically in value on the second-hand market; a top-level competitive deck can run over $1,000.

76.3 Other Games

Healthstone, a digital collectible card game, has over 30 million active users, overtaking Magic in terms of sheer player numbers. The digital version of Magic: The Gathering is only available to Windows users and has struggled with a cumbersome user interface. There is no physical version of Hearthstone.

Trading-card games such as Netrunner, a deep and compelling cyberpunk game pitting hackers against monolithic corporations, have provided a cheaper alternative to Magic: The Gathering by releasing cards in complete sets, creating an ever-expanding game while eliminating the need to buy individual cards at inflated prices.

Other trading-card games with a niche following include Yu-Gi-Oh!, Pokémon, and Legend of the Five Rings.
TRAILS - WALKING/JOGGING/BIKING

77.1 Overview
Cities across the United States are building trails to encourage health and fitness among residents. Most popular are scenic multi-use trails that are used for walking, biking, and jogging.

Participation in biking, running/jogging, and walking are assessed in Chapters 6, 62, and 81, respectively.

77.2 Rails-to-Trails
The movement to convert abandoned railroads into recreational trails has been fostered by the largest national trails organization in the nation, the 150,000-member Rails-to-Trails Conservancy (www.railstotrails.org). Linking citizen advocacy with state and county projects, the effort has claimed over 20,000 miles of former rail beds for trails, with more than 9,000 miles of potential rail-trails waiting to be built.

The Rails-to-Trails Conservancy recognizes the best trails across the U.S. with its Rails-Trails Hall of Fame. At year-end 2017, 31 trails had been designated, as follows:

- Bizz Johnson Trail (24.5 miles; Lassen County, CA; www.blm.gov/ca/st/en/fo/eaglelake/bizztrail.html)
- Burke-Gilman Trail (17 miles; Seattle to Bothell, WA; www.traillink.com/trail/burke-gilman-trail.aspx)
- East Bay Bicycle Path (14 miles; Bristol and Providence Counties, RI; www.riparks.com/eastbay.htm)
- Elroy-Sparta State Trail (32 miles; Juneau and Monroe Counties, WI; www.elroy-sparta-trail.com)
- Fred Marquis Pinellas Trail (34 miles; Tarpon Springs to South St. Petersburg, FL; www.pinellascounty.org/trailgd and www.pinellastrails.org)
- George S. Mickelson Trail (110 miles; Custer, Fall River, Lawrence, and Pennington Counties, SD; www.mickelsontrail.com)
- Great Allegheny Passage (150 miles; Cumberland, MD, to McKeessport, PA; www.atatrail.org)
- Greenbrier River Trail (78 miles; Cass to Caldwell, WV; www.greenbrierrailtrailstatepark.com)
- Heritage Rail Trail County Park and Torrey C. Brown Rail Trail (44 miles; Annapolis,

- Historic Union Pacific Rail Trail State Park (28 miles; Park City to Echo Reservoir, UT; www.utah.com/union-pacific-state-park)
- Hudson Valley Trail Network (18 miles; Ulster and Dutchess counties, NY; http://hudsonvalleyrailtrail.net)
- Illinois Prairie Path (61 miles; DuPage, Kane, and Cook Counties, IL; www.ipp.org)
- Island Line (14 miles; Burlington to Colchester, VT; http://trailfinder.info/trail.php?id=1)
- Katy Trail State Park (225 miles; St. Charles to Clinton, MO; www.katytrailstatepark.com)
- Little Miami Scenic Trail (78 miles; Clark, Clermont, Greene, Hamilton, and Warren Counties, OH; www.miamivalleytrails.org/miami.htm)
- Longleaf Trace (40.2 miles; Hattiesburg to Prentiss, MS; www.mylongleaftrace.com)
- Midtown Greenway (5.5 miles; Minneapolis, MN; www.midtowngreenway.org)
- Minuteman Bikeway (10.4 miles; Middlesex County, MA; http://minutemanbikeway.org)
- Monon Trail (15.7 miles; Hamilton and Marion Counties, IN; www.indianatrails.org/Monon_Carmel.htm)
- Paul Bunyan State Trail (112 miles; Beltrami, Cass, Crow Wing, and Hubbard Counties, MN; www.dnr.state.mn.us/state_trails/)
- Peavine & Iron King Trails (9.2 miles; Yapavi, AZ; www.cityofprescott.net/services/parks/trails)
- Pere Marquette Rail-Trail of Michigan (30 miles; Midland and Isabella Counties, MI; www.lmb.org/pmrt)
- Prairie Spirit Rail Trail State Park (51 miles; Allen, Anderson, and Franklin Counties, KS; www.kdwp.state.ks.us/news/State-Parks/Locations/Prairie-Spirit-Trail)
- Silver Comet and Chief Ladiga trails (95 miles; Smyrna, GA, to Anniston, AL; (www.silvercometga.com and http://epic.jsu.edu/clt/index.html)
- Springwater Corridor (21.5 miles; Portland to Boring, OR; www.portlandonline.com/parks/finder/index.cfm?action=ViewPark&PropertyID=679)
- Tammany Trace (27 miles; St. Tammany Parish, LA; www.tammanytrace.org)
- The High Line (1.5 miles; New York, NY; www.thehighline.org)
- Trail of the Coeur d’Alenes and Route of the Hiawatha (88 miles; Benewah, Kootenai, and Shoshone Counties, ID; http://friendsofcdatrails.org and http://parksandrecreation.idaho.gov)
- Virginia Creeper Trail (34 miles; Abingdon to Whitetop, VA; www.traillink.com/trail/virginia-creeper-national-recreation-trail.aspx)
- W&OD Trail (44.8 miles; Arlington, Fairfax, and Loudoun Counties, VA; www.nvrpa.org/parks/wod/index.php)
- Wabash Trace Nature Trail (63 miles; Fremont, Mills, Page, and Pottawattamie Counties, IA; www.wabashtrace.org)
77.3 Best City Trails

The following are among the best city trails in the United States:

**Bayshore Boulevard** (Tampa, FL)
- Bordering scenic Tampa Bay and the University of Tampa, Bayshore Boulevard is the longest uninterrupted sidewalk in the United States.

**BeltLine** (Atlanta, GA)
- The Atlanta BeltLine, a multi-use trail, is a 22-mile former railway corridor circling downtown and connecting many neighborhoods directly to each other. The initial sections of the BeltLine opened in 2011. The trail has been used for temporary art installations.

**Cliff Walk** (Newport, RI)
- The 3.5-mile circuit starts at Memorial Boulevard, where rugged cliffs meet Easton’s Beach, and ends at Bailey’s Beach. The first third is paved and relatively flat; it takes hikers past Gilded Age mansions to the 70-room Italian Renaissance-style palazzo The Breakers.

**Golden Gate Bridge** (San Francisco, CA)
- Estimates suggest that over 1,000 people walk across the Golden Gate Bridge every day, making this one of the most popular leisure walks in the country. Over 300,000 people walked the bridge in the 75th anniversary celebration in May 2012. The round trip distance is 3.4 miles.

**Tidal Basin** (Washington, DC)
- The nation’s capital has countless monuments, but few have as serene a setting as those dedicated to presidents Thomas Jefferson and Franklin D. Roosevelt, which flank the Tidal Basin. On a 1.5-mile loop from the National Mall, the monuments are ringed by a pathway planted with 1,678 cherry trees, a gift from Japan in 1912.

**The High Line** (New York, NY)
- The High Line ([www.thehighline.org](http://www.thehighline.org)) is a public park built on an historic freight rail line elevated above the streets on Manhattan’s West Side. It is owned by the City of New York and maintained by Friends of the High Line. The High Line, which opened in 2009, runs from Gansevoort Street to West 20th Street. The final section of the High Line opened in 2014.
“Built on an abandoned elevated train track in Manhattan, the public park proves that new life can be breathed into industrial-age relics. More than $2 billion has been spent on development in nearby neighborhoods.”

_Bloomberg Businessweek_

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_Venetian Causeway_ (Miami, FL)

- Five residential islands dredged from Biscayne Bay and seven bridges make up the 2.8-mile causeway that links Miami and Miami Beach. The causeway is popular for walking, jogging, and bicycling. Dolphins, manatees, stingrays, and a variety of seabirds can be spotted in the bay. Miami Beach and Downtown Miami skylines along with cruise ships docked at the Port of Miami provide the backdrop.

According to Warwick Ford, author of _Fun on Foot in America’s Cities_ (Wyltan Books), the following rank among the best city parks for walking:

- Balboa Park (San Diego, CA)
- Chain of Lakes (Minneapolis, MN)
- Charles River Reservation (Boston, MA)
- City Park (Denver, CO)
- Fairmont Park (Philadelphia, PA)
- Golden Gate Park (San Francisco, CA)
- Lincoln Park (Chicago, IL)
- Riverside Park (New York, NY)
- Rock Creek Park (Washington, DC)
- Washington Park Arboretum (Seattle, WA)

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**77.4 Market Resources**

Rails-to-Trails Conservancy, 2121 Ward Court NW, 5th Floor, Washington, DC 20037. (202) 331-9696. (www.railstotrails.org)
78.1 Overview

Urban exploration, or UE, is the exploration of seldom seen and generally off-limits sites in urban areas. Such sites include abandonments, asylums, cemeteries, crime scenes, fallout shelters, haunted places, industrial facilities, rooftops, shuttered prisons, transit tunnels, transportation graveyards, and more. The activity can present safety risks and the possibility of arrest when exploration involves trespassing.

“The pure enjoyment of exploring places that most people wouldn’t go ... the experience of maneuvering mazes and obstacles of days gone by ... the adrenalin rush of the unexpected ... finding footprints where you wouldn’t expect them ... this is urban exploring. Urban exploring is definitely not for everyone, but for those who have experienced the thrill of exploring the abandoned, the decayed, the forgotten, there is no greater adventure.”

Urban Explorers Network

Media attention has sparked a rise in the popularity of urban exploration. *Cities of the Underworld* on the History Channel, *Off Limits* on the Travel Channel, *Urban Explorers* on the Discovery Channel, MTV’s *Fear*, the *Ghost Hunting* exploits of The Atlantic Paranormal Society, and other television shows have exposed UE to the general public.

The fascination with abandoned sites and unique places is nearly universal. While the number of extreme UEers who explore off-limits and dangerous sites is relatively small, most people visit mysterious urban sites when the opportunity exists, and millions of people research such sites online.
Waymarking, which is the locating and logging of points of interest using a GPS receiver, is used by urban explorers as a way to guide others to discoveries as well as insure the finders can themselves return.

Waymarking.com, the largest social networking site for those involved in waymarking as a hobby, has as categories Abandoned Train Tunnels, Architectural Remnants and Ruins, Defunct Amusement Parks, Devilish Locations, Ghost Towns, Ghosts and Hauntings, Haunted Attractions, Mystery Spots, Unoccupied Buildings, and Urban Legends.

Registered members had waymarked 782,000 sites as of February 2018.

Urban sites of historical interest are accessible to the public throughout the United States and there are private tours of many sites. The following are some examples:

**1964 World’s Fair Grounds**
- In New York City, Flushing Meadows Corona Park was the site of World Fairs in 1939 and 1964. The park – the largest in Queens – receives seven million annual visitors who explore the history of the Fairs as well as winding paths, lakes, recreational facilities, and museums.
- Though unused since the Fair in 1964, the NY State Pavilion Observation towers still give a view of the site.

**Cincinnati Subway**
- In 1916, the City of Cincinnati began construction of a 16-mile loop of the mass transit system underneath present day Central Parkway. Originally part of the Miami-Erie Canal, the unused waterway was drained, dug out by horse-and-plow, then filled in with concrete. The project progressed for 10 years and six stations spanning from downtown to Norwood were completed before the project was abandoned in 1928.
- While portions of the Cincinnati Subway were completed, no rails, electricity, or trains were ever installed. Two miles of tunnels are still in good condition and three underground stations remain intact. The subway is off limits to the public.
- Cincinnati Museum Center (www.cincymuseum.org/programs/heritage) gives annual tours of the subway in May. Ticket reservations begin in January and usually sell out within 24 hours.

**Gangster Sites**
- In Chicago, Untouchable Tours (www.gangstertour.com) has been popular with tourists since 1988. Among sites visited are the site of the Valentine’s Day Massacre and hangouts of gangsters such as Al Capone and James Dillinger.
Roosevelt Island
• Roosevelt Island, to the east of Manhattan, is accessible via the Roosevelt Island Tramway but ignored by most visitors to the city.
• The New York City Lunatic Asylum opened on the island in 1839; the Octagon Tower built as the entrance remains intact.
• The gothic-style Blackwell Island Lighthouse, built by the City of New York in 1872 and used until the 1940’s, remains intact. The supervising architect for the lighthouse was James Renwick, Jr., who designed St. Patrick’s Cathedral.
• The island, called Welfare Island from 1921 to 1971, also has an abandoned smallpox hospital and a state penitentiary.

The Boneyard
• Officially known as the Davis-Monthan Air Force Base, the Boneyard is the world’s largest military aircraft cemetery and home to more than 4,200 aircraft, collectively worth around $35 billion. The dry desert climate helps to protect the aircraft from rust and decay. Some of the aircraft are in good condition and may eventually be redeployed; others are outdated and are likely to become museum pieces or be scrapped.
• The Pima Air & Space Museum (www.pimaair.org), a private non-profit museum, hosts guided tours of the site.

Underground Atlanta
• The post-Civil War reconstruction and a railroad hub were centered in the Five Points neighborhood of downtown Atlanta. In the early 1900s, several iron bridges were built over the railroad tracks to accommodate automobile traffic. The bridges were rebuilt in concrete and connected by a linear mall between them. In the 1920s, merchants began to move their operations to the second floor of their buildings. The basements became sites for speakeasies and juke joints during Prohibition and were later abandoned.
• Underground Atlanta, a shopping and entertainment district, opened in 1969. The hidden infrastructure extends beyond the entertainment district, through the Five Points MARTA mass transit station, under parts of the Georgia World Congress Center, and into an area known as The Gulch. Most of the area under the viaducts is accessible to the public.
• For over a decade, Jeff Morrison, a local architect and history buff, has given sporadic free tours of the abandoned areas of underground Five Points and The Gulch. Tours are announced on the Unseen Underground Walking Tour Facebook page (www.facebook.com/Unseen-Underground-Walking-Tour-211158548933073/).

Many historical societies and history centers host tours of little known and seldom visited sites within their host city.
Ghost tours are popular at many tourist destinations. Most people who take these tours do not believe in or expect to encounter ghosts; the real fascination is visiting mysterious sites.
78.4 UE Online

The Urban Explorers Network (www.urbanexplorers.net) is an online platform for UEers to share their experiences and network among themselves for further explorations.

The following are some UE blogs and social media sites:

• Action Squad (www.actionsquad.org)
• Autopsy of Architecture (www.facebook.com/autopsyofarchitecture/)
• Abandoned Florida (www.abandonedfl.com)
• Dereliction Addiction (www.urbexpblog.com)
• Detroit Urban Explorers (www.detroiturbexp.com)
• Forbidden Places (www.forbidden-places.net)
• Modern Day Ruins (www.moderndayruins.com)
• Urban Exploration (www.reddit.com/r/urbanexploration/)
• Urban Exploration Online (http://urbanexploration.online)

The following is a sampling from the several dozen UE videos posted on YouTube:

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Views (as of 1/1/2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abandoned Asylum Found Morgue and a Vault</td>
<td>3.16 million</td>
</tr>
<tr>
<td>Abandoned Air Force Base</td>
<td>2.17 million</td>
</tr>
<tr>
<td>Abandoned Ghost Town in Perfect Condition Clock</td>
<td>2.33 million</td>
</tr>
<tr>
<td>Exploring an Abandoned Mall</td>
<td>1.66 million</td>
</tr>
<tr>
<td>Abandoned - Fantastic Mansion Property</td>
<td>1.46 million</td>
</tr>
<tr>
<td>Abandoned Ghost Ship</td>
<td>1.45 million</td>
</tr>
<tr>
<td>Undercity New York City</td>
<td>1.28 million</td>
</tr>
<tr>
<td>Abandoned Amusement Park</td>
<td>1.23 million</td>
</tr>
<tr>
<td>Inside an Abandoned Prison</td>
<td>1.21 million</td>
</tr>
<tr>
<td>8 Forgotten Abandoned Places in America</td>
<td>960,000</td>
</tr>
<tr>
<td>Abandoned - Beautiful Old Mansion</td>
<td>925,000</td>
</tr>
</tbody>
</table>
• Real Dead Body Found Whilst Exploring Abandoned Train: 530,000
  (www.youtube.com/watch?v=xj0v0YijUgY)
• Abandoned Insane Asylum: 495,000
  (www.youtube.com/watch?v=fii99coWGvc)
VENUES

79.1 Overview
Annually, Pollstar (www.pollstar.com) assesses the top venues for music and performing arts events based on number of tickets sold. This chapter presents the top venues for 2017.

79.2 Amphitheatres
The top amphitheatres in 2017 were as follows:

<table>
<thead>
<tr>
<th>Venue Name</th>
<th>Location</th>
<th>Tickets Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>BB&amp;T Pavilion</td>
<td>Camden, NJ</td>
<td>565,928</td>
</tr>
<tr>
<td>Red Rocks Amphitheatre</td>
<td>Morrison, CO</td>
<td>514,995</td>
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<tr>
<td>Ruoff Home Mortgage Music Center</td>
<td>Noblesville, IN</td>
<td>512,186</td>
</tr>
<tr>
<td>DTE Energy Music Theatre</td>
<td>Clarkston, MI</td>
<td>428,146</td>
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<tr>
<td>Hollywood Casino Amphitheatre</td>
<td>Tinley Park, IL</td>
<td>421,204</td>
</tr>
<tr>
<td>Shoreline Amphitheatre</td>
<td>Mountain View, CA</td>
<td>420,617</td>
</tr>
<tr>
<td>Hollywood Bowl</td>
<td>Los Angeles, CA</td>
<td>418,857</td>
</tr>
<tr>
<td>Hollywood Casino Amphitheatre</td>
<td>Maryland Heights, MO</td>
<td>400,409</td>
</tr>
<tr>
<td>PNC Bank Arts Center</td>
<td>Holmdel, NJ</td>
<td>393,489</td>
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<tr>
<td>Cynthia Woods Mitchell Pavilion</td>
<td>The Woodlands, TX</td>
<td>392,878</td>
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<tr>
<td>Northwell Health At Jones Beach</td>
<td>Wantagh, NY</td>
<td>392,569</td>
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<tr>
<td>Jiffy Lube Live</td>
<td>Bristow, VA</td>
<td>358,852</td>
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<tr>
<td>Blossom Music Center</td>
<td>Cuyahoga Falls, OH</td>
<td>348,595</td>
</tr>
<tr>
<td>Filene Center At Wolf Trap</td>
<td>Vienna, VA</td>
<td>344,632</td>
</tr>
<tr>
<td>Merriweather Post Pavilion</td>
<td>Columbia, MD</td>
<td>323,644</td>
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<tr>
<td>PNC Music Pavilion</td>
<td>Charlotte, NC</td>
<td>307,470</td>
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<tr>
<td>Usana Amphitheatre</td>
<td>Salt Lake City, UT</td>
<td>299,080</td>
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<tr>
<td>Huntington Pavilion @ Northerly Island</td>
<td>Chicago, IL</td>
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<tr>
<td>Xfinity Center</td>
<td>Mansfield, MA</td>
<td>295,954</td>
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<tr>
<td>Xfinity Theatre</td>
<td>Hartford, CT</td>
<td>293,967</td>
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<tr>
<td>Saratoga Performing Arts Center</td>
<td>Saratoga Springs, NY</td>
<td>279,791</td>
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<tr>
<td>Coral Sky Amphitheatre</td>
<td>West Palm Beach, FL</td>
<td>277,322</td>
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<tr>
<td>KeyBank Pavilion</td>
<td>Burgettstown, PA</td>
<td>276,462</td>
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<tr>
<td>MidFlorida Credit Union Amphitheatre</td>
<td>Tampa, FL</td>
<td>272,283</td>
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<tr>
<td>Mattress Firm Amphitheatre</td>
<td>Chula Vista, CA</td>
<td>269,207</td>
</tr>
<tr>
<td>Gorge Amphitheatre</td>
<td>George, WA</td>
<td>268,979</td>
</tr>
</tbody>
</table>
• Darien Lake Performing Arts Center (Darien Center, NY): 266,238
• Coastal Credit Union At Walnut Creek (Raleigh, NC): 264,583
• Starplex Pavilion (Dallas, TX): 264,522
• Veterans United Amphitheatre At Virginia Beach (Virginia Beach, VA): 257,859
• Greek Theatre At UC Berkeley (Berkeley, CA): 254,104
• Glen Helen Amphitheater (San Bernardino, CA): 238,337
• Greek Theatre (Los Angeles, CA): 230,622
• Ak-Chin Pavilion (Phoenix, AZ): 221,234
• Cellairis Amphitheatre At Lakewood (Atlanta, GA): 209,264
• Verizon Amphitheatre - Alpharetta (Alpharetta, GA): 198,000
• Pacific Amphitheatre (Costa Mesa, CA): 194,728
• Blue Hills Bank Pavilion (Boston, MA): 193,923
• Riverbend Music Center (Cincinnati, OH): 192,179
• Budweiser Stage (Toronto, Ontario, Canada): 186,512
• Austin360 Amphitheater (Austin, TX): 183,665
• Bethel Woods Center For The Arts (Bethel, NY): 177,501
• Bank of New Hampshire Pavilion (Gilford, NH): 175,444
• Isleta Amphitheater (Albuquerque, NM): 169,238
• Lakeview Amphitheater (Syracuse, NY): 157,931
• Ascend Amphitheater (Nashville, TN): 153,149
• Concord Pavilion (Concord, CA): 135,698
• Pavilion At Montage Mountain (Moosic, PA): 132,044
• American Family Insurance Amphitheatre (Milwaukee, WI): 125,179
• Festival Pier (Philadelphia, PA): 121,529
• Fiddler’s Green Amphitheatre (Englewood, CO): 120,681
• Toyota Amphitheatre (Wheatland, CA): 120,507
• Chastain Park Amphitheatre (Atlanta, GA): 120,194
• Constellation - Marvin Sands PAC (Canandaigua, NY): 119,677
• Michigan Lottery Theater At Freedom Hill (Sterling Heights, MI): 114,768
• The Wharf Amphitheater (Orange Beach, AL): 109,906
• White River Amphitheatre (Auburn, WA): 109,548
• Chateau Ste. Michelle Winery (Woodinville, WA): 108,927
• Red Hat Amphitheater (Raleigh, NC): 108,567
• Daily’s Place Amphitheater (Jacksonville, FL): 108,187
• St. Augustine Amphitheatre (St. Augustine, FL): 100,051
• Chene Park (Detroit, MI): 93,952
• Starlight Theatre (Kansas City, MO): 91,592
• Whitewater Amphitheater (New Braunfels, TX): 88,562
• Meadow Brook Amphitheatre (Rochester, MI): 88,530
• McMenamins Edgefield Amphitheater (Troutdale, OR): 83,460
• Darling’s Waterfront Pavilion (Bangor, ME): 82,673
• Charlotte Metro Credit Union Amphitheatre (Charlotte, NC): 81,861
• Cuthbert Amphitheater (Eugene, OR): 80,150
• Farm Bureau Insurance At White River (Indianapolis, IN): 78,246
<table>
<thead>
<tr>
<th>Arena Name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraze Pavilion For The Performing Arts (Kettering, OH)</td>
<td>76,181</td>
</tr>
<tr>
<td>Walmart AMP (Rogers, AR)</td>
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<tr>
<td>Toyota Music Factory (Irving, TX)</td>
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<td>Sunlight Supply Amphitheater (Ridgefield, WA)</td>
<td>71,157</td>
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<tr>
<td>Ford Amphitheater At Coney Island (Brooklyn, NY)</td>
<td>68,112</td>
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<tr>
<td>Pier Six Pavilion (Baltimore, MD)</td>
<td>66,957</td>
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<tr>
<td>Cal Coast Credit Union Open Air Theatre (San Diego, CA)</td>
<td>65,049</td>
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<tr>
<td>Tuscaloosa Amphitheater (Tuscaloosa, AL)</td>
<td>57,965</td>
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<tr>
<td>Les Schwab Amphitheater (Bend, OR)</td>
<td>57,606</td>
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<tr>
<td>Humphrey’s Concerts By The Bay (San Diego, CA)</td>
<td>57,564</td>
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<tr>
<td>Lake Tahoe Outdoor Arena At Harveys (Stateline, NV)</td>
<td>56,906</td>
</tr>
<tr>
<td>Jacobs Pavilion At Nautica (Cleveland, OH)</td>
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<tr>
<td>Wolf Creek Amphitheater (Atlanta, GA)</td>
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<tr>
<td>Harrah’s Council Bluffs - Stir Concert Cove (Council Bluffs, IA)</td>
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<tr>
<td>Ironstone Amphitheatre (Murphys, CA)</td>
<td>50,915</td>
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<tr>
<td>Vina Robles Amphitheatre (Paso Robles, CA)</td>
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<tr>
<td>Champions Square (New Orleans, LA)</td>
<td>46,044</td>
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<tr>
<td>Oregon Zoo Amphitheatre (Portland, OR)</td>
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<tr>
<td>PNC Plaza At Steelstacks (Bethlehem, PA)</td>
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<tr>
<td>Oak Mountain Amphitheatre (Pelahm, AL)</td>
<td>42,022</td>
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<tr>
<td>Santa Barbara Bowl (Santa Barbara, CA)</td>
<td>41,535</td>
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<tr>
<td>Rumsey Playfield/Central Park (New York, NY)</td>
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<tr>
<td>Minnesota Zoo Amphitheater (Apple Valley, MN)</td>
<td>38,560</td>
</tr>
<tr>
<td>Artpark Amphitheater (Lewiston, NY)</td>
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<tr>
<td>Mann Center For Performing Arts (Philadelphia, PA)</td>
<td>32,957</td>
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<tr>
<td>Ford Idaho Center Amphitheater (Nampa, ID)</td>
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<td>Bayfront Park Amphitheater (Miami, FL)</td>
<td>32,605</td>
</tr>
<tr>
<td>Marymoor Park (Redmond, WA)</td>
<td>30,307</td>
</tr>
</tbody>
</table>

### 79.3 Arenas

The top arenas in 2017 were as follows:

- Madison Square Garden Arena (New York, NY): 1,167,544
- Barclays Center (Brooklyn, NY): 936,794
- Forum (Inglewood, CA): 790,728
- Air Canada Centre (Toronto, Ontario, Canada): 766,322
- Bridgestone Arena (Nashville, TN): 714,439
- Prudential Center (Newark, NJ): 653,636
- American Airlines Arena (Miami, FL): 625,983
- Allstate Arena (Rosemont, IL): 605,893
- American Airlines Center (Dallas, TX): 602,785
- Capital One Arena (Washington, DC): 601,244
- Amalie Arena (Tampa, FL): 594,322
- Wells Fargo Center (Philadelphia, PA): 582,681
• Bell Centre (Montreal, Quebec, Canada): 540,524
• Oracle Arena (Oakland, CA): 523,212
• Rogers Arena (Vancouver, British Columbia, Canada): 489,246
• Sprint Center (Kansas City, MO): 482,055
• SAP Center At San Jose (San Jose, CA): 479,569
• Golden 1 Center (Sacramento, CA): 473,165
• T-Mobile Arena (Las Vegas, NV): 471,477
• Xcel Energy Center (Saint Paul, MN): 468,420
• Quicken Loans Arena (Cleveland, OH): 457,725
• Philips Arena (Atlanta, GA): 449,597
• NYCB Live Nassau Veterans’s Memorial Coliseum (Uniondale, NY): 437,993
• TD Garden (Boston, MA): 418,918
• Staples Center (Los Angeles, CA): 413,998
• PPG Paints Arena (Pittsburgh, PA): 390,586
• KFC Yum! Center (Louisville, KY): 386,953
• Talking Stick Resort Arena (Phoenix, AZ): 382,785
• Mohegan Sun Arena (Uncasville, CT): 382,658
• Amway Center (Orlando, FL): 377,716
• Pepsi Center (Denver, CO): 369,658
• Toyota Center (Houston, TX): 366,703
• Bankers Life Fieldhouse (Indianapolis, IN): 351,368
• Moda Center (Portland, OR): 348,095
• KeyArena at Seattle Center (Seattle, WA): 340,422
• Spectrum Center (Charlotte, NC): 338,671
• BOK Center (Tulsa, OK): 325,548
• Coliseo de Puerto Rico (San Juan, PR): 317,033
• United Center (Chicago, IL): 310,866
• U.S. Bank Arena (Cincinnati, OH): 303,292
• Infinite Energy Center (Duluth, GA): 299,106
• Smoothie King Center (New Orleans, LA): 288,542
• Honda Center (Anaheim, CA): 264,417
• Valley View Casino Center (San Diego, CA): 260,487
• Rogers Place (Edmonton, Alberta, Canada): 256,850
• CenturyLink Center Omaha (Omaha, NE): 248,019
• Centre Vidéotron (Quebec City, Quebec, Canada): 245,148
• The Palace Of Auburn Hills (Auburn Hills, MI): 241,308
• Little Caesars Arena (Detroit, MI): 240,727
• Denny Sanford Premier Center (Sioux Falls, SD): 239,089
• Pinnacle Bank Arena (Lincoln, NE): 237,459
• Verizon Arena (North Little Rock, AR): 232,488
• AT&T Center (San Antonio, TX): 227,222
• Scottrade Center (St. Louis, MO): 221,799
• Tacoma Dome (Tacoma, WA): 219,450
• Chesapeake Energy Arena (Oklahoma City, OK): 218,015
<table>
<thead>
<tr>
<th>Arena Name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Andel Arena (Grand Rapids, MI)</td>
<td>206,573</td>
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<tr>
<td>Wells Fargo Arena (Des Moines, IA)</td>
<td>205,501</td>
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<tr>
<td>Citizens Business Bank Arena (Ontario, CA)</td>
<td>204,380</td>
</tr>
<tr>
<td>Save Mart Center (Fresno, CA)</td>
<td>197,931</td>
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<tr>
<td>Schottenstein Center (Columbus, OH)</td>
<td>194,922</td>
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<tr>
<td>EagleBank Arena (Fairfax, VA)</td>
<td>191,290</td>
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<tr>
<td>Jacksonville Veterans Memorial Arena (Jacksonville, FL)</td>
<td>186,724</td>
</tr>
<tr>
<td>BB&amp;T Center (Sunrise, FL)</td>
<td>182,059</td>
</tr>
<tr>
<td>Canadian Tire Centre (Ottawa, Ontario, Canada)</td>
<td>177,410</td>
</tr>
<tr>
<td>Intrust Bank Arena (Wichita, KS)</td>
<td>173,908</td>
</tr>
<tr>
<td>KeyBank Center (Buffalo, NY)</td>
<td>165,198</td>
</tr>
<tr>
<td>FirstOntario Centre (Hamilton, Ontario, Canada)</td>
<td>163,341</td>
</tr>
<tr>
<td>Times Union Center (Albany, NY)</td>
<td>162,159</td>
</tr>
<tr>
<td>Greensboro Coliseum (Greensboro, NC)</td>
<td>160,784</td>
</tr>
<tr>
<td>Royal Farms Arena (Baltimore, MD)</td>
<td>159,061</td>
</tr>
<tr>
<td>Bell MTS Place (Winnipeg, Manitoba, Canada)</td>
<td>155,582</td>
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<tr>
<td>Gila River Arena (Glendale, AZ)</td>
<td>150,847</td>
</tr>
<tr>
<td>Target Center (Minneapolis, MN)</td>
<td>148,830</td>
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<tr>
<td>SNHU Arena (Manchester, NH)</td>
<td>145,814</td>
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<tr>
<td>Dunkin’ Donuts Center (Providence, RI)</td>
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<tr>
<td>Nationwide Arena (Columbus, OH)</td>
<td>143,359</td>
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<tr>
<td>Joe Louis Arena (Detroit, MI)</td>
<td>136,154</td>
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<tr>
<td>TaxSlayer Center (Moline, IL)</td>
<td>136,041</td>
</tr>
<tr>
<td>Colonial Life Arena (Columbia, SC)</td>
<td>129,822</td>
</tr>
<tr>
<td>Frank Erwin Center (Austin, TX)</td>
<td>126,685</td>
</tr>
<tr>
<td>Budweiser Gardens (London, Ontario, Canada)</td>
<td>122,399</td>
</tr>
<tr>
<td>FedExForum (Memphis, TN)</td>
<td>119,520</td>
</tr>
<tr>
<td>BMO Harris Bradley Center (Milwaukee, WI)</td>
<td>118,901</td>
</tr>
<tr>
<td>H-E-B Center At Cedar Park Cedar Park, TX)</td>
<td>117,635</td>
</tr>
<tr>
<td>Mohegan Sun Arena At Casey Plaza (Wilkes-Barre, PA)</td>
<td>112,149</td>
</tr>
<tr>
<td>PNC Arena (Raleigh, NC)</td>
<td>112,068</td>
</tr>
<tr>
<td>Bon Secours Wellness Arena (Greenville, SC)</td>
<td>110,857</td>
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<tr>
<td>CenturyLink Center (Bossier City, LA)</td>
<td>109,910</td>
</tr>
<tr>
<td>Spokane Arena (Spokane, WA)</td>
<td>109,092</td>
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<tr>
<td>Legacy Arena at the BJCC (Birmingham, AL)</td>
<td>108,795</td>
</tr>
<tr>
<td>Vivint Smart Home Arena (Salt Lake City, UT)</td>
<td>106,283</td>
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<tr>
<td>Huntington Center (Toledo, OH)</td>
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<tr>
<td>State Farm Arena (Hidalgo, TX)</td>
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<tr>
<td>North Charleston Coliseum (North Charleston, SC)</td>
<td>99,864</td>
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<tr>
<td>SaskTel Centre (Saskatoon, Saskatchewan, Canada)</td>
<td>99,807</td>
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<tr>
<td>Atlantic City Boardwalk Hall (Atlantic City, NJ)</td>
<td>97,722</td>
</tr>
<tr>
<td>Santander Arena (Reading, PA)</td>
<td>96,923</td>
</tr>
<tr>
<td>MGM Grand Garden Arena (Las Vegas, NV)</td>
<td>95,096</td>
</tr>
<tr>
<td>Richmond Coliseum (Richmond, VA)</td>
<td>94,463</td>
</tr>
</tbody>
</table>
• Abbotsford Centre (Abbotsford, British Columbia, Canada): 92,885
• Giant Center (Hershey, PA): 88,246
• Ford Center (Evansville, IN): 85,399
• Allen County War Memorial Coliseum (Fort Wayne, IN): 85,371
• Casino Rama Entertainment Centre (Rama, Ontario, Canada): 84,315
• Blue Cross Arena (Rochester, NY): 83,986
• Scotiabank Saddledome (Calgary, Alberta, Canada): 80,326
• Viejas Arena (San Diego, CA): 79,388
• 1st Bank Center (Broomfield, CO): 78,935
• UTEP Don Haskins Center (El Paso, TX): 76,684
• Wright State University Nutter Center (Dayton, OH): 75,620
• DCU Center (Worcester, MA): 71,452
• Petersen Events Center (Pittsburgh, PA): 70,908
• Constant Convocation Center (Norfolk, VA): 66,534
• Star of the Desert Arena (Primm, NV): 65,516
• XL Center (Hartford, CT): 61,001
• Celeste Center (Columbus, OH): 60,635
• John Paul Jones Arena (Charlottesville, VA): 57,940
• Pensacola Bay Center (Pensacola, FL): 57,744
• Taco Bell Arena (Boise, ID): 57,542
• Landers Center (Southaven, MS): 57,476
• Mandalay Bay Events Center (Las Vegas, NV): 57,375
• Chaifetz Arena (St. Louis, MO): 57,278
• Agganis Arena (Boston, MA): 56,574
• Resch Center (Green Bay, WI): 53,939
• Brick Breeden Fieldhouse (Bozeman, MT): 53,388
• Wolstein Center At Cleveland State University (Cleveland, OH): 52,982
• Laredo Energy Arena (Laredo, TX): 52,306
• Stockton Arena (Stockton, CA): 52,221
• Thomas & Mack Center (Las Vegas, NV): 51,917

### 79.4 Club Venues

The top club venues in 2017 were as follows:

• House Of Blues Boston (Boston, MA): 290,426
• 9:30 Club (Washington, DC): 211,838
• First Avenue (Minneapolis, MN): 180,182
• The Paramount (Huntington, NY): 178,914
• The Pageant (St. Louis, MO): 176,971
• Brooklyn Bowl (Brooklyn, NY): 165,632
• Fillmore Auditorium (Denver, CO): 159,714
• The Wilbur (Boston, MA): 146,623
• Anthem (Washington, DC): 132,158
• Starland Ballroom (Sayreville, NJ): 130,690
• Roseland Theater (Portland, OR): 128,422
• Stubb’s Bar-B-Q (Austin, TX): 127,862
• Hollywood Palladium (Hollywood, CA): 127,141
• The Fillmore (San Francisco, CA): 121,594
• The Marquee (Tempe, AZ): 121,187
• Brooklyn Bowl Las Vegas (Las Vegas, NV): 120,124
• Brooklyn Steel (Brooklyn, NY): 119,820
• MTELUS (Montreal, Quebec, Canada): 117,566
• Cain’s Ballroom (Tulsa, OK): 117,401
• Webster Hall (New York, NY): 116,192
• The Catalyst (Santa Cruz, CA): 112,081
• Terminal 5 (New York, NY): 108,775
• The Neptune (Seattle, WA): 108,354
• Paradise Rock Club (Boston, MA): 107,824
• McMenamins Crystal Ballroom (Portland, OR): 106,690
• Hard Rock Live (Northfield, OH): 103,769
• The Intersection - Showroom (Grand Rapids, MI): 103,735
• Thalia Hall (Chicago, IL): 100,866
• Boulder Theater (Boulder, CO): 95,291
• Emo’s (Austin, TX): 92,591
• The Birchmere (Alexandria, VA): 92,584
• The Orange Peel (Asheville, NC): 90,566
• The Independent (San Francisco, CA): 89,674
• Rialto Theatre (Tucson, AZ): 87,589
• Arvest Bank Theatre At The Midland (Kansas City, MO): 86,572
• City Winery Chicago (Chicago, IL): 79,286
• Troubadour (West Hollywood, CA): 78,794
• College Street Music Hall (New Haven, CT): 78,304
• Royal Oak Music Theatre (Royal Oak, MI): 77,050
• Vic Theatre (Chicago, IL): 77,029
• Electric Factory (Philadelphia, PA): 75,988
• Fox Theatre (Boulder, CO): 74,625
• The Showbox (Seattle, WA): 73,540
• City Winery NYC (New York, NY): 73,384
• Brighton Music Hall (Boston, MA): 73,020
• Georgia Theatre (Athens, GA): 72,731
• PlayStation Theater (New York, NY): 72,672
• Olympia de Montreal (Montreal, Quebec, Canada): 71,794
• Terminal West (Atlanta, GA): 71,666
• Myth (Saint Paul, MN): 70,991
• Newport Music Hall (Columbus, OH): 69,974
• South Side Ballroom (Dallas, TX): 69,668
• City National Grove Of Anaheim (Anaheim, CA): 69,437
• Ogden Theatre (Denver, CO): 67,697
• Iron City (Birmingham, AL): 67,435
• Neumos (Seattle, WA): 67,059
• Wonder Ballroom (Portland, OR): 66,553
• Metro/Smart Bar (Chicago, IL): 66,007
• Joe’s Pub (New York, NY): 65,709
• Showbox SoDo (Seattle, WA): 65,366
• The Triple Door (Seattle, WA): 61,996
• The Sinclair (Cambridge, MA): 61,908
• Knitting Factory Concert House (Spokane, WA): 61,750
• Riviera Theatre (Chicago, IL): 61,113
• Sellersville Theater 1894 (Sellersville, PA): 60,072
• Revolution Hall (Portland, OR): 57,357
• The Hamilton Live (Washington, DC): 56,253
• The Wilma (Missoula, MT): 55,597
• Knitting Factory Concert House (Boise, ID): 55,533
• Capitol Theatre (Clearwater, FL): 55,155
• The Regency Ballroom (San Francisco, CA): 55,069
• Majestic Theatre (Madison, WI): 53,818
• Delmar Hall (St. Louis, MO): 53,534
• State Theatre (Portland, ME): 53,384
• The Fonda (Los Angeles, CA): 53,139
• Music Hall Of Williamsburg (Brooklyn, NY): 52,842
• El Corazon (Seattle, WA): 50,281
• Harlow’s Night Club (Sacramento, CA): 48,504
• Doug Fir Lounge (Portland, OR): 47,590
• Aladdin Theater (Portland, OR): 46,450
• Jammin’ Java (Vienna, VA): 46,258
• City Winery Nashville (Nashville, TN): 45,761
• The Joint at Hard Rock Hotel/Casino (Las Vegas, NV): 45,334
• Sherman Theater (Stroudsburg, PA): 45,147
• Corona Theatre (Montreal, Quebec, Canada): 44,242
• Hawthorne Theatre (Portland, OR): 42,142
• Sound Board at MotorCity Casino Hotel (Detroit, MI): 40,971
• The Blue Note (Columbia, MO): 40,641
• Hard Rock Cafe/Hard Rock Live (Orlando, FL): 40,206
• 7th Street Entry (Minneapolis, MN): 40,053
• 3rd & Lindsley (Nashville, TN): 39,571
• Marathon Music Works (Nashville, TN): 38,791
• Gothic Theatre (Englewood, CO): 37,745
• Turf Club (Saint Paul, MN): 36,622
• El Rey Theatre (Los Angeles, CA): 35,665
• The Pub Station (Billings, MT): 34,153
• Bluebird Theater (Denver, CO): 34,116
• Knitting Factory Brooklyn (Brooklyn, NY): 33,753
<table>
<thead>
<tr>
<th>Venue Name</th>
<th>Capacity</th>
</tr>
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<tbody>
<tr>
<td>Hampton Beach Casino Ballroom (Hampton Beach, NH)</td>
<td>33,310</td>
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<tr>
<td>Royale Boston (Boston, MA)</td>
<td>32,461</td>
</tr>
<tr>
<td>Daryl's House (Pawling, NY)</td>
<td>30,663</td>
</tr>
<tr>
<td>Borgata Hotel &amp; Casino/Music Box (Atlantic City, NJ)</td>
<td>29,637</td>
</tr>
<tr>
<td>Musikfest Cafe at ArtsQuest Center (Bethlehem, PA)</td>
<td>29,212</td>
</tr>
<tr>
<td>Barns At Wolf Trap (Vienna, VA)</td>
<td>28,138</td>
</tr>
<tr>
<td>Top Hat Lounge (Missoula, MT)</td>
<td>28,053</td>
</tr>
<tr>
<td>Upstate Concert Hall (Clifton Park, NY)</td>
<td>27,699</td>
</tr>
<tr>
<td>The Atrium (Santa Cruz, CA)</td>
<td>27,624</td>
</tr>
<tr>
<td>Summit Music Hall (Denver, CO)</td>
<td>27,473</td>
</tr>
<tr>
<td>Slowdown (Omaha, NE)</td>
<td>26,673</td>
</tr>
<tr>
<td>The Tabernacle (Atlanta, GA)</td>
<td>26,474</td>
</tr>
<tr>
<td>Park West (Chicago, IL)</td>
<td>25,632</td>
</tr>
<tr>
<td>The Intersection - The Stache (Grand Rapids, MI)</td>
<td>24,646</td>
</tr>
<tr>
<td>The Funhouse (Seattle, WA)</td>
<td>23,688</td>
</tr>
<tr>
<td>Reverb (Reading, PA)</td>
<td>23,233</td>
</tr>
<tr>
<td>The Roxy Theatre (West Hollywood, CA)</td>
<td>22,834</td>
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<tr>
<td>Phase 2 (Lynchburg, VA)</td>
<td>22,529</td>
</tr>
<tr>
<td>Fine Line Music Cafe (Minneapolis, MN)</td>
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<tr>
<td>Narrows Center For The Arts (Fall River, MA)</td>
<td>22,088</td>
</tr>
<tr>
<td>Rough Trade (Brooklyn, NY)</td>
<td>22,043</td>
</tr>
<tr>
<td>The Wiltern (Los Angeles, CA)</td>
<td>21,218</td>
</tr>
<tr>
<td>Billy Bob's Texas (Fort Worth, TX)</td>
<td>21,155</td>
</tr>
<tr>
<td>Mystic Theatre (Petaluma, CA)</td>
<td>20,951</td>
</tr>
<tr>
<td>City Winery Atlanta (Atlanta, GA)</td>
<td>20,822</td>
</tr>
<tr>
<td>House Of Blues (Lake Buena Vista, FL)</td>
<td>20,767</td>
</tr>
<tr>
<td>The Chelsea at the Cosmopolitan (Las Vegas, NV)</td>
<td>20,493</td>
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<tr>
<td>Majestic Theatre (Detroit, MI)</td>
<td>20,107</td>
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<tr>
<td>Mississippi Studios (Portland, OR)</td>
<td>20,066</td>
</tr>
<tr>
<td>The Crocodile (Seattle, WA)</td>
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<tr>
<td>Diamond Ballroom (Oklahoma City, OK)</td>
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<tr>
<td>New City Gas (Montreal, Quebec, Canada)</td>
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</tr>
<tr>
<td>ONCE Lounge and Ballroom (Somerville, MA)</td>
<td>19,469</td>
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### 79.5 Stadiums and Outdoor Venues

The top stadiums and outdoor venues in 2017 were as follows:

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<tr>
<th>Venue Name</th>
<th>Capacity</th>
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<tr>
<td>Wrigley Field (Chicago, IL)</td>
<td>389,479</td>
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<td>Rose Bowl Stadium (Pasadena, CA)</td>
<td>285,027</td>
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<tr>
<td>Gillette Stadium (Foxboro, MA)</td>
<td>274,459</td>
</tr>
<tr>
<td>Fenway Park (Boston, MA)</td>
<td>263,357</td>
</tr>
<tr>
<td>MetLife Stadium (East Rutherford, NJ)</td>
<td>261,680</td>
</tr>
<tr>
<td>Empire Polo Club (Indio, CA)</td>
<td>250,000</td>
</tr>
<tr>
<td>Parc Jean Drapeau (Montreal, Quebec, Canada)</td>
<td>225,984</td>
</tr>
</tbody>
</table>
• Golden Gate Park (San Francisco, CA): 210,042
• Soldier Field (Chicago, IL): 206,537
• Citi Field (New York, NY): 173,915
• BC Place (Vancouver, British Columbia, Canada): 159,792
• CenturyLink Field (Seattle, WA): 152,155
• Rogers Centre (Toronto, Ontario, Canada): 147,561
• Hersheypark Stadium (Hershey, PA): 142,927
• Mapfre Stadium (Columbus, OH): 135,000
• Dodger Stadium (Los Angeles, CA): 132,390
• U.S. Bank Stadium (Minneapolis, MN): 129,863
• Hard Rock Stadium (Miami Gardens, FL): 126,788
• Qualcomm Stadium (San Diego, CA): 116,384
• Camping World Stadium (Orlando, FL): 115,206
• Benjamin Franklin Parkway (Philadelphia, PA): 111,189
• Champions Park (Louisville, KY): 106,337
• Lincoln Financial Field (Philadelphia, PA): 106,292
• AT&T Park (San Francisco, CA): 103,138
• Charlotte Motor Speedway (Concord, NC): 100,875
• University of Phoenix Stadium (Glendale, AZ): 99,515
• Forest Hills Stadium (Queens, NY): 99,107
• Levi’s Stadium (Santa Clara, CA): 98,413
• AT&T Stadium (Arlington, TX): 95,667
• NRG Stadium at NRG Park (Houston, TX): 94,389
• FedEx Field (Landover, MD): 94,164
• Alamodome (San Antonio, TX): 81,522
• Busch Stadium (St. Louis, MO): 79,725
• Mile High Stadium (Denver, CO): 77,650
• Citizens Bank Park (Philadelphia, PA): 77,038
• Target Field (Minneapolis, MN): 76,556
• SunTrust Park (Atlanta, GA): 76,133
• New Era Field (Orchard Park, NY): 69,613

79.6 Theatres

The top theatres in 2017 were as follows:

• Radio City Music Hall (New York, NY): 1,265,112
• The Axis At Planet Hollywood (Las Vegas, NV): 517,084
• Fox Theatre (Atlanta, GA): 500,119
• Durham Performing Arts Center (Durham, NC): 420,584
• Orpheum Theatre (Minneapolis, MN): 388,475
• Bill Graham Civic Auditorium (San Francisco, CA): 344,384
• The Colosseum At Caesars Palace (Las Vegas, NV): 329,773
• Smart Financial Centre At Sugar Land (Sugar Land, TX): 326,085
• Ryman Auditorium (Nashville, TN): 321,246
• Broward Center Au-Rene Theater (Fort Lauderdale, FL): 309,674
• Chicago Theatre (Chicago, IL): 297,029
• Dreyfoos Hall West (Palm Beach, FL): 286,174
• Carol Morsani Hall (Tampa, FL): 278,157
• Beacon Theatre (New York, NY): 267,043
• Theater At Madison Square Garden (New York, NY): 266,496
• Park Theater At Monte Carlo Casino (Las Vegas, NV): 257,690
• Fox Theatre (Detroit, MI): 251,230
• Count Basie Theatre (Red Bank, NJ): 235,147
• DeVos Performance Hall (Grand Rapids, MI): 221,932
• Prudential Hall - New Jersey Performing Arts Center (Newark, NJ): 214,545
• Fox Theater (Oakland, CA): 210,810
• Wang Theatre - Boch Center (Boston, MA): 207,852
• The Smith Center / Reynolds Hall (Las Vegas, NV): 206,999
• Whitney Hall (Louisville, KY): 193,843
• Ruth Eckerd Hall (Clearwater, FL): 188,526
• Rosemont Theatre (Rosemont, IL): 185,997
• Des Moines Civic Center (Des Moines, IA): 178,660
• H-E-B Performance Hall At The Tobin Center (San Antonio, TX): 175,141
• Austin City Limits Live At Moody Theater (Austin, TX): 174,326
• Express Live! (Columbus, OH): 170,535
• Stage AE (Pittsburgh, PA): 170,222
• Schermerhorn Symphony Center (Nashville, TN): 169,965
• Mayo Performing Arts Center (Morristown, NJ): 169,234
• Overture Hall (Madison, WI): 167,076
• Providence Performing Arts Center (Providence, RI): 166,741
• Ziff Ballet Opera House - Arsht Center (Miami, FL): 163,646
• Bushnell Center Mortensen Hall (Hartford, CT): 161,045
• Microsoft Theater (Los Angeles, CA): 156,776
• Aragon Ballroom (Chicago, IL): 154,647
• Verizon Theatre At Grand Prairie (Grand Prairie, TX): 153,533
• Cobb Energy Performing Arts Centre (Atlanta, GA): 152,244
• Belk Theater (Charlotte, NC): 146,430
• Andrew Jackson Hall (Nashville, TN): 144,024
• WinStar Global Event Center (Thackerville, OK): 143,177
• Paramount Theatre (Seattle, WA): 136,001
• The Theater At MGM National Harbor (Oxon Hill, MD): 132,931
• Barbara B. Mann Performing Arts Hall (Fort Myers, FL): 132,812
• Belco Theatre (Denver, CO): 131,408
• Florida Theatre (Jacksonville, FL): 130,539
• Eccles Theater (Salt Lake City, UT): 126,057
• Ordway Center For The Performing Arts (Saint Paul, MN): 125,576
• The Capitol Theatre (Port Chester, NY): 122,083
• Altria Theater (Richmond, VA): 121,930
<table>
<thead>
<tr>
<th>Venue Name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moore Theatre (Seattle, WA):</td>
<td>117,542</td>
</tr>
<tr>
<td>Velma V. Morrison Center For Performing Arts (Boise, ID):</td>
<td>114,610</td>
</tr>
<tr>
<td>Hanover Theatre For Performing Arts (Worcester, MA):</td>
<td>113,615</td>
</tr>
<tr>
<td>Place des Arts (Montreal, Quebec, Canada):</td>
<td>110,864</td>
</tr>
<tr>
<td>McCallum Theatre (Palm Desert, CA):</td>
<td>110,274</td>
</tr>
<tr>
<td>Hard Rock Live (Hollywood, FL):</td>
<td>109,838</td>
</tr>
<tr>
<td>Bergen Performing Arts Center (Englewood, NJ):</td>
<td>109,601</td>
</tr>
<tr>
<td>Paramount Theatre (Oakland, CA):</td>
<td>108,491</td>
</tr>
<tr>
<td>Bass Concert Hall (Austin, TX):</td>
<td>107,645</td>
</tr>
<tr>
<td>Academy Of Music (Philadelphia, PA):</td>
<td>107,238</td>
</tr>
<tr>
<td>Cobb Great Hall At Wharton Center (East Lansing, MI):</td>
<td>104,242</td>
</tr>
<tr>
<td>The Plaza Theatre (El Paso, TX):</td>
<td>103,973</td>
</tr>
<tr>
<td>Southern Alberta Jubilee Auditorium (Calgary, Alberta, Canada):</td>
<td>103,856</td>
</tr>
<tr>
<td>Orpheum Theater (Omaha, NE):</td>
<td>102,960</td>
</tr>
<tr>
<td>Northern Alberta Jubilee Auditorium (Edmonton, Alberta, Canada):</td>
<td>101,898</td>
</tr>
<tr>
<td>Borgata Hotel, Casino &amp; Spa/Event Center (Atlantic City, NJ):</td>
<td>101,407</td>
</tr>
<tr>
<td>The Masonic (San Francisco, CA):</td>
<td>100,309</td>
</tr>
<tr>
<td>Peace Center Concert Hall (Greenville, SC):</td>
<td>95,039</td>
</tr>
<tr>
<td>Wagner Noël Performing Arts Center (Midland, TX):</td>
<td>92,700</td>
</tr>
<tr>
<td>Hershey Theatre (Hershey, PA):</td>
<td>92,180</td>
</tr>
<tr>
<td>The State Theatre (Minneapolis, MN):</td>
<td>90,158</td>
</tr>
<tr>
<td>Moran Theater (Jacksonville, FL):</td>
<td>89,489</td>
</tr>
<tr>
<td>Palace Theatre (Albany, NY):</td>
<td>88,158</td>
</tr>
<tr>
<td>City National Civic (San Jose, CA):</td>
<td>84,666</td>
</tr>
<tr>
<td>WaMu Theater (Seattle, WA):</td>
<td>84,136</td>
</tr>
<tr>
<td>James L. Knight Center (Miami, FL):</td>
<td>80,962</td>
</tr>
<tr>
<td>Warfield Theatre (San Francisco, CA):</td>
<td>79,612</td>
</tr>
<tr>
<td>Tennessee Theatre (Knoxville, TN):</td>
<td>79,448</td>
</tr>
<tr>
<td>Flamingo Las Vegas (Las Vegas, NV):</td>
<td>78,255</td>
</tr>
</tbody>
</table>

### 79.7 Market Resources

The following link to lists of entertainment venues:

- Amphitheatres: [www.rkma.com/amphitheatres.pdf](http://www.rkma.com/amphitheatres.pdf)
- Performing Arts Centers: [www.rkma.com/performingartscenters.pdf](http://www.rkma.com/performingartscenters.pdf)
- Stadiums: [www.rkma.com/stadiums.pdf](http://www.rkma.com/stadiums.pdf)
80

VOLUNTEERING

80.1 Overview

Americans give their time to beautify neighborhoods, restore homes after disasters, mentor students, assist cultural organizations, and much more.

According to the Bureau of Labor Statistics (www.bls.gov), 61 million Americans, or 26% of those over the age of 16, volunteer at least once each year through or for an organization, volunteering a median of 52 hours. Among women, 29% engage in volunteer activities; 23% of men do so. The percentages by age who do volunteer work are as follows:
- 16-to-24: 21%
- 25-to-34: 23%
- 35-to-44: 31%
- 45-to-54: 30%
- 55-to-64: 28%
- 65 and older: 24%

According to the Corporation for National and Community Service (CNCS, www.nationalservice.gov), volunteers contribute about 8.2 billion hours a year.

While the perception may be that volunteers are primarily adults who are active in their communities or retirees with ample available time, many young adults also give their time. According to the CNCS, approximately 3.3 million college students, or 30% of all students, volunteer each year. Tutoring and mentoring are the most common activities.

80.2 Volunteer Activities

The following are the most common activities, ranked by the percentage of adults engaged in various types of volunteer work (source: Bureau of Labor Statistics):
- Fundraising: 11%
- Tutoring/teaching: 10%
- Collecting/preparing/distributing/serving food: 9%
- General labor/supplying transportation: 9%
- Providing professional/management assistance: 8%
- Coaching/refereeing sports teams: 6%
80.3 Volunteering While Traveling

According to the GlobeAware (www.globeaware.org), 55 million adults have volunteered during a trip.

Several organizations offer 20 volunteering trips or more a year with participation numbering in the hundreds. Because voluntourists are donating their time to a charitable cause, their entire vacation is generally tax deductible.

The following are examples of volunteer vacations:

- Volunteers with Habitat for Humanity (www.habitat.org) have been building homes for low-income families since 1976. Serving more than 3 million people worldwide, the organization’s volunteers have helped to build or repair over 600,000 houses.
- GlobeAware is a not-for-profit organization offering a range of eco-focused vacations. The following are example projects:
  - Building hospitals in Eastern Europe
  - Building schools in the Andes
  - Constructing efficient ovens in Central America
  - Irrigation projects in South East Asia
  - Repairing trails and roads in Nepal

GlobeAware destinations include Brazil, Cambodia, China, Costa Rica, Cuba, Ghana, India, Jamaica, Laos, Mexico, Nepal, Peru, Romania, Thailand, and Vietnam. Trips are for seven days and cost $1,050 to $1,390, including accommodations and meals.

- World Wide Opportunities on Organic Farms (www.wwoof.org) provides members with listings of farmers seeking workers for chores such as weeding vegetables, picking currants, milking cows, and making cheese. In exchange, volunteers get free accommodations that range from stone farmhouses without running water or electricity to B&Bs where workers are treated to haute-cuisine meals.
- Trips sponsored by Wilderness Volunteers (www.wildernessvolunteers.org) involve removing invasive plants from sensitive habitats and trail-clearing projects. Volunteers for a project at Dark Canyon Wilderness in the Manti LaSal National Forest (Utah) removed invasive Salt Cedar (tamarisk) trees that are choking out native plants and robbing the riparian areas of water. Participants in a week-long invasive species-clearing trip to Kauai, Hawaii, stay in the heart of Koke’e State Park.
- The Sierra Club (www.sierraclub.org) offers volunteers projects running the gamut – from challenging nine-mile hikes to a base camp where participants perform trail maintenance in Montana’s Bob Marshall Wilderness to less taxing trips on Martha’s Vineyard where volunteers can stay on a 90-acre farm and collect native seeds for the on-site nursery. Among the most popular volunteer trips are those to the U.S. Virgin Islands. In its St. Johns service trip, volunteers spend half of their time engaged in projects like maintaining trails and clearing brush from 19th century sugar mills on national park land. Afternoons are spent snorkeling or kayaking the Caribbean, hiking the petroglyph-dotted trails, or sipping the local rum during happy hour at the ecological station on the island’s remote southern side.
Other organizations offering volunteer vacations include Experience Mission (www.experiencemission.org), Global Volunteers (www.globalvolunteers.org), HandsOn Network (www.handsonnetwork.org), Me to We (www.metowe.com), and Voluntary Projects Overseas (www.voluntaryprojectsoverseas.org).

In 2008, The Ritz-Carlton launched a chain-wide program called Give Back Getaways, which offers guests the opportunity to volunteer in programs that deliver social or environmental contributions. Ritz-Carlton locations worldwide have at least one volunteer option. More than 5,000 vacationers have participated in Give Back Getaways.

### 80.4 Charity Walks

A charity walk, or walkathon, is a fundraising event in which participants raise money by collecting donations or pledges for their participation. There are also charity runs and bike rides.

Top-earning charity walks such as the March of Dimes March For Babies, the Heart Walk for the American Heart Association, and the Walk to Cure Diabetes for the Juvenile Diabetes Research Foundation bring in over $100 million each year.

Seven million adults and children participate each year in WalkAmerica, sponsored by the March of Dimes. The event is held in 1,100 communities across the U.S.

The following are calenders of charity walking and running events:
- www.charitywalksblog.com/charity-walk-events/
- www.fitnessmagazine.com/workout/running/tips/get-fit-for-a-cause/
- www.walkjogrun.net/events/walking

### 80.5 Market Resources


International Volunteer Programs Association, P.O. Box 811012, Los Angeles, CA 90081. (646) 505-8209. (www.volunteerinternational.org)
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WALKING

81.1 Overview

When adults were asked in the National Health Interview Survey (July 2017) by the Centers for Disease Control and Prevention (www.cdc.gov) whether they had spent 10 or more minutes walking for leisure or transportation in the past seven days, 65% of women and 63% of men said that they had done so. A decade prior these figures were 57% and 54%, respectively. The demographics of those who had walked were as follows:

Age

• 18-to-24: 66%
• 25-to-34: 69%
• 35-to-44: 68%
• 45-to-64: 66%
• 65 and older: 55%

Race/Ethnicity

• Asian: 70%
• Black, non-Hispanic: 56%
• Hispanic: 64%
• White, non-Hispanic: 67%

Education

• Not high school graduate: 55%
• High school graduate: 56%
• Some college: 64%
• College graduate: 76%

Region

• Northeast: 70%
• Midwest: 63%
• South: 60%
• West: 72%

81.2 Walking For Fitness

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), 110.8 million people walk for fitness at
least once a year – 35.3 million are casual participants (<50 times per year); 75.5 million are core participants (>50 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>33.6 million</td>
<td>76.6 million</td>
</tr>
<tr>
<td>2009</td>
<td>34.5 million</td>
<td>76.4 million</td>
</tr>
<tr>
<td>2010</td>
<td>34.5 million</td>
<td>77.5 million</td>
</tr>
<tr>
<td>2011</td>
<td>34.6 million</td>
<td>78.1 million</td>
</tr>
<tr>
<td>2012</td>
<td>35.3 million</td>
<td>78.3 million</td>
</tr>
<tr>
<td>2013</td>
<td>37.5 million</td>
<td>79.5 million</td>
</tr>
<tr>
<td>2014</td>
<td>35.7 million</td>
<td>76.9 million</td>
</tr>
<tr>
<td>2015</td>
<td>35.6 million</td>
<td>74.3 million</td>
</tr>
<tr>
<td>2016</td>
<td>34.5 million</td>
<td>73.3 million</td>
</tr>
<tr>
<td>2017</td>
<td>35.3 million</td>
<td>75.5 million</td>
</tr>
</tbody>
</table>

### 81.3 Top Walking Cities

The American Podiatric Medical Association and *Prevention* magazine did surveys of over 500 U.S. cities to determine which are the best walking cities. Criteria include green space, safe streets, walkable destinations, air quality, rails-to-trails programs, cleanliness, fitness walking percentage, and walking commuters. The Top Walking Cities ranked as follows:

1. San Francisco, CA
2. Boston, MA
3. New York, NY
4. Philadelphia, PA
5. Chicago, IL
6. Washington, DC
7. Seattle, WA
8. Honolulu, HI
9. Portland, OR
10. Pittsburgh, PA
11. Oakland, CA
12. Minneapolis, MN
13. San Diego, CA
14. Los Angeles, CA
15. Milwaukee, WI
16. Baltimore, MD
17. Rochester, NY
18. Santa Ana, CA
19. San Jose, CA
20. Denver, CO
21. Columbus, OH
22. New Orleans, LA
23. Austin, TX
24. Sacramento, CA
25. Tucson, AZ

Walk Score (www.walkscore.com) has quantified the walkability of the largest 3,000 cities and over 10,000 neighborhoods in the United States and Canada. Ranked by Walk Score, the top cities in 2017 with a population of 200,000 or more were as follows:

1. New York, NY
2. San Francisco, CA
3. Boston, MA
4. Miami, FL
5. Philadelphia, PA
6. Chicago, IL
7. Washington, DC
8. Seattle, WA
9. Oakland, CA
10. Long Beach, CA
11. Baltimore, MD
12. Austin, TX
13. Sacramento, CA
14. Cleveland, OH
15. Denver, CO
16. Nashville, TN
17. Honolulu, HI
18. Minneapolis, MN
19. National Harbor, MD
20. Detroit, MI
21. Santa Ana, CA
22. Riverside, CA
23. St. Paul, MN
24. Pittsburgh, PA
25. San Jose, CA

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WILDLIFE WATCHING

82.1 Overview

The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years. The most recent report was published in August 2017. According to the survey, 86.0 million people ages 16 years old and older (30% of all Americans) fed, photographed, and observed wildlife during the 12-month period prior to the FWS survey, spending $75.9 billion on their activities – an average of $882 per person.

The FWS survey uses a strict definition of wildlife watching. Participants must either take a "special interest" in wildlife around their homes or take a trip for the "primary purpose" of wildlife watching. Secondary wildlife-watching activities such as incidentally observing wildlife while pleasure driving are not included.

FWS assesses wildlife-watching participation as follows:

**Around the Home**
- Feeders: 59.1 million
- Observers: 43.8 million
- Photographers: 30.5 million
- Maintainers of plantings or natural areas: 11.0 million
- Visitors of public parks or natural areas: 11.4 million
- Total: 81.1 million

**Away from Home**
- Observers: 19.6 million
- Photographers: 13.7 million
- Feeders: 4.9 million
- Total: 23.7 million

**Total Wildlife-Watching Participants**: 86.0 million

FWS assesses wildlife-watching expenditures as follows:

**Trip-Related**
- Food and lodging: $ 6.1 billion
- Transportation: $ 4.2 billion
- Other trip costs: $ 1.3 billion
- Total: $11.6 billion
Equipment
- Special equipment: $41.9 billion
- Wildlife-watching equipment: $12.1 billion
- Auxiliary equipment: $1.0 billion
- Total: $55.1 billion

Other Spending
- Land leasing and owning: $4.2 billion
- Membership dues and contributions: $3.8 billion
- Plantings: $0.9 billion
- Magazines, books, and DVDs: $0.2 billion
- Total: $9.2 billion

Total Wildlife-Watching Expenditures: $75.9 billion

Around-the-home observers by type of wildlife were as follows:
- Birds: 71.2 million
- Mammals: 55.9 million
- Insects and spiders: 25.9 million
- Amphibians and reptiles: 21.9 million
- Fish and other wildlife: 15.4 million

Among those who traveled, types of wildlife observed were as follows:
- Birds: 18.9 million
  - Songbirds (cardinals, robins, etc.): 12.1 million
  - Birds of prey (hawks, eagles, etc.): 12.9 million
  - Waterfowl (ducks, geese, etc.): 13.3 million
  - Other water birds (shorebirds, herons, cranes, etc.): 10.6 million
  - Other birds (pheasants, turkeys, road runners, etc.): 6.8 million
- Total land mammals: 13.7 million
  - Large land mammals (deer, bear, etc.): 10.4 million
  - Small land mammals (squirrel, prairie dog, etc.): 10.3 million
- Fish (salmon, shark, etc.): 6.3 million
- Marine mammals (whales, dolphins, etc.): 4.0 million
- Other wildlife (turtles, butterflies, etc.): 10.1 million

82.2 State-by-State Assessment
The number of people, by state, who engaged in wildlife watching was as follows:
<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
<th>Pct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1.07 million</td>
<td>29%</td>
</tr>
<tr>
<td>Alaska</td>
<td>247,000</td>
<td>47%</td>
</tr>
<tr>
<td>Arizona</td>
<td>1.28 million</td>
<td>25%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>828,000</td>
<td>37%</td>
</tr>
<tr>
<td>California</td>
<td>6.47 million</td>
<td>23%</td>
</tr>
<tr>
<td>Colorado</td>
<td>1.45 million</td>
<td>37%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>1.09 million</td>
<td>39%</td>
</tr>
<tr>
<td>Delaware</td>
<td>209,000</td>
<td>30%</td>
</tr>
<tr>
<td>Florida</td>
<td>3.59 million</td>
<td>24%</td>
</tr>
<tr>
<td>Georgia</td>
<td>2.20 million</td>
<td>30%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>161,000</td>
<td>16%</td>
</tr>
<tr>
<td>Idaho</td>
<td>464,000</td>
<td>40%</td>
</tr>
<tr>
<td>Illinois</td>
<td>2.78 million</td>
<td>28%</td>
</tr>
<tr>
<td>Indiana</td>
<td>1.68 million</td>
<td>34%</td>
</tr>
<tr>
<td>Iowa</td>
<td>780,000</td>
<td>33%</td>
</tr>
<tr>
<td>Kansas</td>
<td>776,000</td>
<td>36%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>1.22 million</td>
<td>36%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>840,000</td>
<td>24%</td>
</tr>
<tr>
<td>Maine</td>
<td>401,000</td>
<td>38%</td>
</tr>
<tr>
<td>Maryland</td>
<td>1.22 million</td>
<td>27%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1.53 million</td>
<td>29%</td>
</tr>
<tr>
<td>Michigan</td>
<td>3.07 million</td>
<td>39%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1.49 million</td>
<td>36%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>630,000</td>
<td>28%</td>
</tr>
<tr>
<td>Missouri</td>
<td>1.64 million</td>
<td>35%</td>
</tr>
<tr>
<td>Montana</td>
<td>258,000</td>
<td>33%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>362,000</td>
<td>26%</td>
</tr>
<tr>
<td>Nevada</td>
<td>504,000</td>
<td>25%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>388,000</td>
<td>36%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1.70 million</td>
<td>25%</td>
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<tr>
<td>New Mexico</td>
<td>486,000</td>
<td>31%</td>
</tr>
<tr>
<td>New York</td>
<td>4.08 million</td>
<td>26%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2.12 million</td>
<td>29%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>152,000</td>
<td>30%</td>
</tr>
<tr>
<td>Ohio</td>
<td>3.15 million</td>
<td>35%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>1.23 million</td>
<td>44%</td>
</tr>
<tr>
<td>Oregon</td>
<td>1.23 million</td>
<td>40%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3.32 million</td>
<td>33%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>270,000</td>
<td>32%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>944,000</td>
<td>27%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>267,000</td>
<td>42%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>1.73 million</td>
<td>35%</td>
</tr>
<tr>
<td>Texas</td>
<td>4.26 million</td>
<td>23%</td>
</tr>
</tbody>
</table>
82.3 Birdwatching

Over the past 10 years, birdwatching, also known as birding, has become a billion-dollar industry, and it is recognized as the second fastest-growing outdoor activity in America, behind gardening.

The American Birding Association (www.americanbirding.org) estimates that there are 50 million to 70 million birdwatchers in the U.S. The association has 18,000 members.

The makeup of birders stretches far and wide. People who indulge in birding range from lifetime birders to backyard birders. There are those who go birding locally, enjoying the birds native to their region, and others who travel the globe in search of rare and migrating birds found only in remote locations. And it’s not just seniors who enjoy birding, as was once believed.

Baby Boomers have flooded the hobby, and many do it in style. They tend to drive their own cars to sites, stay at boutique hotels or B&Bs, and treat themselves to gourmet meals and boat tours. They equip themselves with an arsenal of books on birding (there are hundreds) and the latest binoculars. Middle-aged parents with small children also have embraced birding while on vacation, and many young people will likely continue enjoying the hobby throughout their lifetime.

While many birders will trudge through the muckiest of marshes in hopes of spotting a rare species, there are birding trails for those who prefer a less rugged birding experience. These trails, which mark sites along specific foot or driving paths where birds are spotted, can enhance the birding experience for many, especially novices.

The American Birding Association identifies over 42 birding trails on its website. Twenty-five (25) states have driving routes – or birding trails – specifically dedicated to the pastime. These formal trails are just over a decade old, having begun in Texas in 1996, when the first of three segments of the Great Texas Coastal Birding Trail was developed. The recent unveiling of a new Mississippi Coastal Birding Trail Map, which highlights 50 birdwatching hot spots in the six southernmost counties in Mississippi, was a major step for ecotourism in the region. According to Bruce Reid, deputy state director of Audubon Mississippi (http://ms.audobon.com), wildlife watching, including birding, is worth more than $450 million to the state.

Festivals are also a significant part of birding, with over 200 major birding festivals held throughout the United States, many drawing thousands of participants. Revenues for the annual Rio Grand Birding Festival, one of the larger events, exceed...
$1.6 million, according to the Texas Parks and Wildlife Dept. (www.tpwd.state.tx.us).

Birding centers and bird sanctuaries also make up part of the birding-watching environment. Typically developed to complement a wildlife refuge, these sites are a big draw for birders.

Annually, the National Audubon Society (www.audubon.org), the world’s largest, oldest, and best-known organization focusing on birds, hosts over 20 trips through its Audubon Nature Odysseys.

Among birders, the elite are dubbed ‘superbirders,’ a group fewer than a dozen who have seen more than 7,000 of the 9,600 known species of birds.

Until recently, birdwatchers would head into the woods with little more equipment than binoculars, a notebook, and perhaps a camera with a zoom lens. For many traditionalists the whole point of birding is to commune with nature. For many modern birders, however, the hobby wouldn’t be complete without a touch of technology. Some would not think of birding without a digital camera, a bird-species smartphone app, and an iPod loaded with bird songs. There are also laser pointers used to identify birds perched on high branches, devices that play birdcalls, and parabolic microphones to pinpoint the location of distant birds. Professional alerting services have sprung in the U.S. to allow hardcore hobbyists to receive notices of local sightings on their smartphones.

82.4 Backyard Habitats
People can register their home or apartment as a Certified Wildlife Habitat (https://www.nwf.org/garden-for-wildlife/certify) through the National Wildlife Federation. To qualify, a yard or apartment balcony must provide food, water, cover, and a place for wildlife to raise their young. As of January 2018, 214,690 backyards have been certified.

82.5 Market Resources
National Wildlife Federation, P.O. Box 1583, Merrifield, VA 22116. (800) 822-9919. (www.nwf.org)

83

WRITING

83.1 Overview
An informal survey by Stack Exchange (http://writers.stackexchange.com) found that 80% of the U.S. population have an interest in writing a book and getting it published sometime in their lifetime. Only a fraction, however, pursue this aspiration seriously. It is estimated that slightly under one million adults are actually writing seriously with a goal of getting published. Most have a turnaround, or period of time they stick at writing, of about 3.5 years.

Survey of Public Participation in the Arts, by The National Endowment for the Arts (www.arts.gov), reported that two million adults, or about 2% of all adults, take creative writing classes each year.

The Internet has been a boon for writers who wish to self-publish in electronic format without a publisher or incurring the cost of publishing in print format. Forbes estimates that about 300,000 to 500,000 books are self-published each year.

Millions of people who write for enjoyment, of course, have no intention of becoming published nor the illusion that they will ever pen a best-seller.

83.2 Writer’s Workshops
Aspiring writers, and those who simply enjoy literature, attend dozens of writers’ workshops that are held throughout the country. The following are some of the more recognized events:

• Aspen Summer Words (Aspen, CO; www.aspenwords.org)
• Fine Arts Work Center (Provincetown, MA; www.fawc.org)
• Sewanee Writers’ Conference (Sewanee, TN; www.sewaneewriters.org)
• Summer Writing Festival - University of Iowa (Iowa City, IA; www.iowasummerwritingfestival.org)
• University of New Mexico Summer Writers’ Conference (Santa Fe, NM; www.pw.org/content/taos_summer_writers_conference)

83.3 Magazines for Writers
The following are popular magazines for writers:

• Creative Nonfiction (www.creativenonfiction.org)
• Poets & Writers (www.pw.org)
• Scratch (www.manjulamartin.com/scratch/)
• The Paris Review (www.theparisreview.org)
• The Threepenny Review (www.threepennyreview.com)
• The Writer (www.writermag.com)
• Timothy McSweeney’s Quarterly Concern and The Believer (www.mcsweeney's.net)
• Writer’s Digest (www.writersdigest.com)
84.1 Market Assessment

According to the 2018 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), 27.4 million people practice yoga at least once a year – 16.5 million are casual participants (<50 times per year) and 10.9 million are core participants (>50 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>10.7 million</td>
<td>7.0 million</td>
</tr>
<tr>
<td>2009</td>
<td>11.1 million</td>
<td>7.8 million</td>
</tr>
<tr>
<td>2010</td>
<td>12.0 million</td>
<td>9.0 million</td>
</tr>
<tr>
<td>2011</td>
<td>12.5 million</td>
<td>9.6 million</td>
</tr>
<tr>
<td>2012</td>
<td>13.3 million</td>
<td>9.9 million</td>
</tr>
<tr>
<td>2013</td>
<td>14.1 million</td>
<td>10.2 million</td>
</tr>
<tr>
<td>2014</td>
<td>14.8 million</td>
<td>10.5 million</td>
</tr>
<tr>
<td>2015</td>
<td>15.0 million</td>
<td>10.3 million</td>
</tr>
<tr>
<td>2016</td>
<td>15.5 million</td>
<td>10.8 million</td>
</tr>
<tr>
<td>2017</td>
<td>16.5 million</td>
<td>10.9 million</td>
</tr>
</tbody>
</table>

Based on surveys by Sports Marketing Surveys (www.sportsmarketingsurveysusa.com), Yoga Journal estimated there are 36 million yoga practitioners. Total spending for classes, gear, and equipment is $16 billion.

Eighty-two percent (82%) of practitioners are women. Yoga practitioners are distributed by age as follows:

- 18-to-29: 19%
- 30-to-49: 43%
- 50 and older: 38%

The following are top reasons for practicing yoga:

- Flexibility: 61%
- General conditioning: 49%
- Stress relief: 56%
- Improve overall health: 49%
- Physical fitness: 44%
84.2 Yoga Studios

According to IBISWorld (www.ibisworld.com), there were 34,687 yoga studios in the United States at year-end 2017; combined revenue was $11 billion.

The following are online directories of yoga studios:
- http://yogafinder.com
- http://plus.yogajournal.com

84.3 Top Towns for Yoga

According to Yoga Journal, the following metropolitan areas have the highest yoga participation index (i.e., an index of 159 indicates residents are 59% more likely to participate in yoga than the general population):
- San Francisco-Oakland-San Jose, CA: 159
- Seattle-Tacoma, WA: 146
- Philadelphia, PA: 142
- New York, NY: 134
- Washington, DC: 134
- Baltimore, MD: 128
- Boston, MA: 126
- Portland, OR: 123
- Boise, ID: 121
- San Diego, CA: 121

Yoga Journal also identifies the following cities where yoga practice is thriving:
- Asheville, NC
- Austin, TX
- Boulder, CO
- Encinitas, CA
- Minneapolis, MN
- New Orleans, LA
- Portland, OR
- Salt Lake City, UT
- Washington, DC
- Woodstock, NY

84.4 Yoga Festivals

Yoga festivals typically offer yoga classes and workshops, often with famous yogis, and have live music performances such as kirtan/chanting bands and chill or yoga music bands. Yoga festivals offer other unique activities such as massage/healing modalities, hiking, rock climbing, stand up paddle boards, acro yoga, aerial arts, hula hoop, and mountain biking. Some have a children’s program. Approximately 30 yoga festivals are held in North America each year.
Yoga Journal recognized the following as the best yoga festivals in 2018:

- Ascend Festival (June; Cold Spring, NY)
- Bhakti Fest West (September; Joshua Tree, CA)
- Dirty South Yoga Fest (July; Atlanta, GA)
- Hanuman Festival (June; Boulder, CO)
- Northwest Yoga Feast (July; Sagle, ID)
- Sat Nam Fest East (August; Lenox, MA)
- Shakti Fest (May; Joshua Tree, CA)
- Sonic Bloom (June; Spanish Peaks Country, CO)
- Telluride Yoga Festival (July; Telluride, CO)
- Wanderlust (July; North Lake Tahoe, CA)
- Wanderlust (June; Bondville, VT)
- Wanderlust (June; Snowshoe, WV)

84.5 Market Resources

(www.ibisworld.com/industry/pilates-yoga-studios.html)

United States Yoga Federation, 5816 Waring Avenue, Suite 220, Los Angeles, CA 90038.  (323) 879-6998.  (www.usayoga.org)


85

ZOOS & AQUARIUMS

85.1 Market Assessment

The American Zoo and Aquarium Association (AZA, www.aza.org) reports that combined annual attendance for all 232 AZA-accredited zoos and aquariums in the United States is 185 million. There are 181 accredited zoos and 51 accredited aquariums.

Two million households in America, some five million people, are zoo or aquarium members, collectively providing over $96 million in support.

More than nine million students visit and enjoy on-site education programs at zoos and aquariums each year; over 3.5 million attend free of charge.

About 80% of visitors to zoos live in the zoo’s home market and 20% are tourists, according to the AZA. Aquariums experience the opposite visitor ratio; approximately 80% of visitors are tourists and 20% live in the aquarium’s home market. There are notable exceptions to these ratios. The Memphis Zoo, which averages about 950,000 visitors each year, found that 67% of zoo visitors came from outside the Memphis area.

The total economic output of accredited zoos and aquariums is $17.2 billion, according to the AZA. In addition, zoos contribute an estimated $2.4 billion in before/after visit spending by visitors and $5.4 billion in personal earnings. Off-site spending by visitors to U.S. zoos supports an estimated 62,126 jobs.

85.2 Most-Visited Zoos and Aquariums

The following are the largest U.S. zoos, based on annual attendance:

- San Diego Zoo (San Diego, CA; www.sandiegozoo.org): 3.2 million
- Lincoln Park Zoo (Chicago, IL; www.lpzoo.org): 3.0 million
- Saint Louis Zoo (St. Louis, MO; www.stlzoo.org): 2.9 million
- Columbus Zoo (Columbus, OH; www.columbuszoo.org): 2.3 million
- Brookfield Zoo (Brookfield, IL; www.brookfieldzoo.org): 2.2 million
- Como Park Zoo and Conservatory (Saint Paul, MN; www.comozooconservatory.org): 2.2 million
- Smithsonian National Zoological Park (Washington, DC; http://nationalzoo.si.edu): 2.2 million
- Bronx Zoo (New York, NY; www.bronxzoo.com): 2.0 million
- Denver Zoological Gardens (Denver, CO; www.denverzoo.org): 1.9 million
- Houston Zoo (Houston, TX; www.houstonzoo.org): 1.8 million
The following are the largest U.S. aquariums, based on annual attendance:

- **Georgia Aquarium** (Atlanta; [www.georgiaaquarium.org](http://www.georgiaaquarium.org)): 2.2 million
- **Monterey Bay Aquarium** (Monterey, CA; [www.montereybayaquarium.org](http://www.montereybayaquarium.org)): 2.1 million
- **John G. Shedd Aquarium** (Chicago, IL; [www.shedd aquarium.org](http://www.shedd aquarium.org)): 2.0 million
- **Aquarium of the Pacific** (Long Beach; [www.aquarium of pacific.org](http://www.aquarium of pacific.org)): 1.6 million
- **Steinhart Aquarium** (San Francisco, CA; [www.calacademy.org/exhibits/steinhart-aquarium](http://www.calacademy.org/exhibits/steinhart-aquarium)): 1.4 million
- **New England Aquarium** (Boston, MA; [www.neaq.org](http://www.neaq.org)): 1.3 million
- **National Aquarium in Baltimore** (Baltimore, MD; [www.aqua.org](http://www.aqua.org)): 1.2 million
- **Tennessee Aquarium** (Chattanooga; [www.tnaqua.org](http://www.tnaqua.org)): 1.1 million
- **Downtown Aquarium** (Denver, CO; [www.aquariumrestaurants.com](http://www.aquariumrestaurants.com)): 1.0 million
- **Aquarium of the Americas** (New Orleans; [www.auduboninstitute.org/visit/aquarium](http://www.auduboninstitute.org/visit/aquarium)): 1.0 million
- **Newport Aquarium** (Newport, KY; [www.newport aquarium.com](http://www.newport aquarium.com)): 1.0 million
- **Mystic Aquarium** (Mystic, CT; [www.mysticaquarium.org](http://www.mysticaquarium.org)): 1.0 million

The 2018 Readers Choice Awards poll by 10Best ([www.10best.com](http://www.10best.com)), a USA Today travel site, ranked the Best Zoos as follows:
1. Saint Louis Zoo (St. Louis, MO)
2. Omaha’s Henry Doorly Zoo and Aquarium (Omaha, NE)
3. Cincinnati Zoo & Botanical Garden (Cincinnati, OH)
4. Cheyenne Mountain Zoo (Colorado Springs, CO)
5. Fort Worth Zoo (Fort Worth, TX)
6. Arizona-Sonora Desert Museum (Tucson, AZ)
7. Dallas Zoo (Dallas, TX)
8. Audubon Zoo (New Orleans, LA)
9. Zoo Miami (Miami, FL)
10. The Living Desert Zoo and Gardens (Palm Desert, CA)

The Best Aquariums were ranked as follows:
1. Ripley’s Aquarium of the Smokies (Gatlinburg, TN)
2. Georgia Aquarium (Atlanta, GA)
3. Dallas World Aquarium (Dallas, TX)
4. Audubon Aquarium of the Americas (New Orleans, LA)
5. Tennessee Aquarium (Chattanooga, TN)
6. Newport Aquarium (Newport, KY)
7. Texas State Aquarium (Corpus Christi, TX)
8. Adventure Aquarium (Camden, NJ)
9. Monterey Bay Aquarium (Monterey, CA)
10. Aquarium of the Pacific (Long Beach, CA)
85.4 Market Resources
American Zoo and Aquarium Association, 8403 Colesville Road, Suite 760, Silver Spring, MD 20910. (301) 562-0777. (www.aza.org)

The following links to a list of zoos and aquariums accredited by the AZA:
APPENDIX A

ACADEMIC PROGRAMS

Bowling Green State University
• School of Human Movement, Sport, and Leisure Studies, Eppler Hall, Bowling Green, OH 43403.

California State University - Long Beach
• Recreation and Leisure Studies, 1250 Bellflower Boulevard, Long Beach, CA 90840.
  (www.csulb.edu/colleges/chhs/departments/recreation-and-leisure-studies)

Clemson University
• Leisure Skills Program, Department of Parks, Recreation, and Tourism Management, 296 Lehotsky Hall, Clemson, SC 29634.
  (www.clemson.edu/cbshs/departments/prtm/programs/leisure-skills/)

Grambling State University
• Leisure Studies Program, Department of Kinesiology, Sport, and Leisure Studies, 403 Main Street, Grambling, LA 71245.
  (www.gram.edu/academics/majors/education/kinesiology/leisure/)

Howard University
• Department of Health, Human Performance and Leisure Studies, Sixth and Girard Streets NW, Washington, DC 20059.  (http://hhpl.coas.howard.edu)

Indiana University
• Department of Recreation, Park, and Tourism Studies, 1025 E. 7th Street, HPER 133, Bloomington, IN 47405.
  (www.publichealth.indiana.edu/departments/recreation-park-tourism-studies/index.shtml)

Minnesota State University
• Department of Recreation, Parks & Leisure Services, 213 Highland Center North, Mankato, MN 56001.  (http://ahn.mnsu.edu/rpls/)

North Carolina State University
• Parks, Recreation and Tourism Management, Box 8004, Biltmore Hall, Raleigh, NC 27695.  (http://cnr.ncsu.edu/prtm/)

LEISURE BUSINESS MARKET RESEARCH HANDBOOK 2019-2020
• 390 •
Northern Arizona University
• Tourism and Leisure Planning, College of Social and Behavioral Sciences, South San Francisco Street, Flagstaff AZ 86011. (http://catalog.nau.edu/Catalog/details?plan=TRLSPLMN&catalogYear=1718)

Oklahoma State University
• Recreation Management, Colvin Recreation Center, Stillwater, OK 74078. (https://education.okstate.edu/rmtr)

San Diego State University
• L. Robert Payne School of Hospitality and Tourism Management, PSFA Building, Room 436, San Diego, CA 92182. (http://rtm.sdsu.edu)

San Francisco State University
• Recreation and Leisure Studies, Department of Recreation, Parks & Tourism, 1600 Holloway Avenue - HSS 307, San Francisco, CA 94132. (http://recdept.sfsu.edu)

SUNY College at Brockport
• Department of Recreation & Leisure Studies, 350 New Campus Drive, Brockport, NY 14420. (www.brockport.edu/leisure/)

SUNY College at Courtland
• Recreation, Parks and Leisure Studies, Professional Studies Building, P.O. Box 2000, Cortland, NY 13045. (www2.cortland.edu/departments/recreation/)

University of Iowa
• Leisure Studies Program, 424 Field House, Iowa City, IA 52242 (http://catalog.registrar.uiowa.edu/liberal-arts-sciences/health-human-physiology/leisure-studies-ma/)

University of Nevada, Las Vegas

University of North Texas
• Recreation and Leisure Studies, Toulouse Graduate School, Denton, TX 76203. (www.unt.edu/pais/grad/grecr.htm)

University of Northern Iowa
• Leisure, Youth and Human Services, School of Health, Physical Education, & Leisure Services, WRC 213, Cedar Falls, IA 50614. (https://majors.uni.edu/leisure-youth-and-human-services)
APPENDIX B

ANALYSTS

eMarketer, 11 Times Square, New York, NY 10036. (212) 763-6010. (www.emarketer.com)

First Research, Hoover’s Inc., 7700 West Parmer Lane, Building A, Austin, TX 78729. (866) 788-9389. (www.firstresearch.com)

Forrester Research, 60 Acorn Park, Cambridge, MA 02140. (617) 613-5730. (https://go.forrester.com)

GfK, 200 Liberty Street, New York, NY 10281. (212) 993-5300. (www.gfk.com)

H2R Market Research, 4650 S. National Avenue, Springfield, MI 65810. (417) 877-7808. (www.h2rmarketresearch.com)

IBISWorld, 40 Wall Street, New York, NY 10005. (800) 330-3772. (www.ibisworld.com)

Ipsos, 1271 Avenue of the Americas, 15th Floor, New York, NY 10020. (212) 265-3200. (www.ipsos.com)

Marist College Institute for Public Opinion, Poughkeepsie, NY 12601. (845) 575-5050. (www.maristpoll.marist.edu)


Pew Research Center, 1615 L Street NW, Washington, DC 20036. (202) 419-4300. (www.pewresearch.org)

Pollstar, 4697 West Jacquelyn Avenue, Fresno, CA 93722. (559) 271-7900. (www.pollstar.com)

Richard K. Miller & Associates, 2413 Main Street, Suite 331, Miramar, FL 33025. (888) 928-7562. (www.rkma.com)


The Media Audit, 1400 Broadfield Boulevard, Suite 200, Houston, TX 77084. (713) 626-0333. (www.themediaaudit.com)

The NPD Group, 900 West Shore Road, Port Washington, NY 11050. (516) 625-0700. (www.npd.com)
APPENDIX C

ASSOCIATIONS


American Craft Council, 1224 Marshall Street NE, Suite 200, Minneapolis, MN 55413. (612) 206-3100. (www.craftcouncil.org)


American Public Gardens Association, 351 Longwood Road, Kennett Square, PA 19348. (610) 708-3010. (www.publicgardens.org)


American Sportfishing Association, 1001 North Fairfax Street, Suite 501, Alexandria VA 22314. (703) 519-9691. (www.asafishing.org)

American Zoo and Aquarium Association, 8403 Colesville Road, Suite 710, Silver Spring, MD 20910. (301) 562-0777. (www.aza.org)

Americans for the Arts, 1000 Vermont Avenue NW, 6th Floor, Washington, DC 20005. (202) 371-2830. (www.americansforthearts.org)

Association for Creative Industries (rebranded from Craft & Hobby Association in 2017), 319 East 54th Street, Elmwood Park, NJ 07407. (201) 835-1200. (www.craftandhobby.org)


International Association of Amusement Parks and Attractions, 9205 Southpark Center Loop, Suite 300, Orlando, FL 32819. (321) 319-7600. (www.iaapa.org)
International Association of Fairs and Expositions, 3043 East Cairo Street, Springfield, MO 65802. (417) 862-5771. (www.fairsandexpos.com)

International Health, Racquet & Sportsclub Association, 70 Fargo Street, Boston, MA 02210. (800) 228-4772. (www.ihrsa.org)

International Spa Association, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504. (859) 226-4326. (www.experienceispa.com)

Leisure Studies Association, c/o Myrene McFee, The Chelsea School, University of Brighton, Eastbourne, U.K., BN20 7SP. Tel: 01323 640 357. (www.leisurestudies.org)

Motion Picture Association of America, 1600 Eye Street NW, Washington, DC 20006. (202) 293-1966. (www.mpaa.org)

Motorcycle Industry Council, 2 Jenner Street, Suite 150, Irvine, CA 92618. (949) 727-4211. (www.mic.org)

National Association of Music Merchants, 5790 Armada Drive, Carlsbad, CA 92008. (760) 438-8001. (www.namm.com)

National Bicycle Dealers Association, 25431 Cabot Road, Suite 204, Laguna Hills, CA 92653. (949) 722-6909. (www.nbda.com)

National Endowment for the Arts, 400 7th Avenue SW, Washington, DC 20506. (202) 682-5400. (www.arts.gov)

National Gardening Association, 237 Commerce Street, Suite 101, Williston, VT 05495. (802) 863-5251. (www.garden.org)

National Golf Foundation, 501 N. Highway A1A, Jupiter, FL 33477. (561) 744-6006. (www.ngf.org)

National Marine Manufacturers Association, 231 S. LaSalle Street, Chicago, IL. 60604. (312) 946-6200. (www.nmma.org)

National Recreation and Park Association, 22377 Belmont Ridge Road, Ashburn, VA 20148. (800) 626-6772. (www.npра.org)

National Restaurant Association, 2055 L Street NW, Suite 700, Washington, DC 20036. (202) 331-5900. (www.restaurant.org)

National Shooting Sports Foundation, 11 Mile Hill Road, Newtown, CT 06470. (203) 426-1320. (www.nssf.org)
Photo Marketing Association, 1717 Pennsylvania Avenue NW, Suite 1025, Washington, DC 20006. (www.pmai.org)

Recreation Vehicle Industry Association, 1896 Preston White Drive, Reston, VA 20191. (703) 620-6003. (www.rvia.org)

Recreational Boating & Fishing Foundation, 500 Montgomery Street, Suite 300, Alexandria, VA 22314. (703) 519-0013. (http://takemefishing.org)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)

The Broadway League, 729 Seventh Avenue, 5th Floor, New York, NY 10019. (212) 764-1122. (www.broadwayleague.com)

Trust For Public Land, 101 Montgomery Street, Suite 900, San Francisco, CA 94104. (415) 495-4014. (www.tpl.org)

Toy Industry Association, 1375 Broadway, 10th Floor, New York, NY 10018. (212) 675-1141. (www.toyassociation.org)

Urban Land Institute, 2001 L Street NW, Suite 200, Washington, DC 20036. (202) 624-7000. (www.uli.org)


World Waterpark Association, 8826 Santa Fe Drive, Suite 310 Overland Park, KS 66212. (913) 599-0300. (www.waterparks.org)
APPENDIX D

COLLECTORS’ ASSOCIATIONS

- AH Fox Collectors Association (www.foxcollectors.com)
- Alabama Military Collectors Association (www.almilitarycollectors.org)
- Alabama Record Collectors Association (www.alabamarecordcollectors.org)
- Alaska Gun Collectors Association (www.agca.net)
- American Lock Collectors Association (www.alca.name)
- Antique Barbed Wire Society (http://antiquebarbedwiresociety.com)
- Antique Fan Collectors Association (www.fancollectors.org)
- Antique Poison Bottle Collectors Association (www.poisonbottleclub.org)
- Antique Reloading Tool Collector's Association (www.antiquereloadingtools.com)
- Antique Scrimshaw Collectors Association (www.antiquescrimshawcollectors.org)
- Antique Telephone Collectors Association (www.atcaonline.com)
- Appalachian Foothills Artifact Collectors Association (www.penbrandt.com/theafaca)
- Arizona Knife Collectors Association (www.arizonaknifecollectors.org)
- Ark-La-Tex Gun Collectors Association (www.arklatexguncollectorsassn.com)
- Association of Game & Puzzle Collectors (http://agpc.org)
- Authentic Artifact Collectors Association (www.theaaca.com)
- Automatic Musical Instrument Collectors’ Association (www.amica.org)
- Automobile License Plate Collectors Association (www.alpca.org)
- Bay Area Matchbox Collectors Association (www.bamca.org)
- Browning Collectors Association (www.browningcollectors.com)
- California Barbed Wire Collectors Association (www.manta.com/c/mtbqs3s/california-barbed-wire-collectors-association)
- Central Wisconsin Gun Collectors Association (www.centralwisconsingun.org)
- Cigarette Pack Collectors' Association (www.freewebs.com/cigpack)
- Coin Operated Collectors Association (www.cionopclub.org)
- Collins Collectors Association (www.collinsradio.org)
- Colorado Gun Collectors Association (http://cgca.com)
- Colt Collectors (http://ColtCollectors.org)
- Colt Collectors Association (www.coltcollectors.com)
- Comic Book Collecting (www.comiccollecting.org)
- Corn Items Collectors Association (www.cornitems.org)
- Cracker Jack Collectors Association (www.crackerjackcollectors.com)
- Custom Knife Collectors Association (www.customknifecollectorsassociation.com)
- Dakota Territory Gun Collectors (www.dtgca.org)
- Delaware Valley Paperweight Collectors Association (www.dvpaperweights.org)
• Early Typewriter Collectors Association (http://typewriter.rydia.net)
• Eastern Pennsylvania Knife Collectors Association (www.knifeclub.org)
• Eastern Shore Threshermen & Collectors Association (www.threshermen.org)
• Empire State Bottle Collectors Association (http://esbca.weebly.com)
• Ephraim Faience Pottery Collectors' Society (www.ephraimcollectors.org)
• Federation of Historical Bottle Collectors (www.fohbc.org)
• Ford-Fordson Collectors Association (www.ford-fordson.org)
• Freedom Arms Collectors Association (www.freedomarms.com/collectors.html)
• Garand Collectors Association (http://thegca.org)
• German Gun Collectors Association (http://germanguns.com)
• Greater Buffalo Bottle Collectors Association (http://gbbca.org)
• Hart-Parr Oliver Collectors Association (www.hartparroliver.org)
• Homer Laughlin China Collectors Association (www.hlcca.org)
• International Ammunition Association (http://cartridgecollectors.org)
• International Brick Collectors Association (www.ibcabrick.com)
• International Knife Collectors Association (www.knifecollectors.org)
• International Meteorite Collectors Association (http://imca.cc)
• International Perfume Bottle Association (www.perfumebottles.org)
• International Plumb Bob Collectors (www.plummbobcollectors.info)
• International Scouting Collectors Association (www.scouttrader.org)
• International Wood Collectors Society (www.woodcollectors.org)
• JI Case Collectors' Association (www.jicasecollector.com)
• Kalashnikov Collectors Association (http://kcaforum.com)
• Krag Collectors Association (www.kragcollectorsassociation.org)
• L.C. Smith Collectors Association (www.lcsmith.org)
• Lefever Arms Collectors Association (www.lefevercollectors.com)
• Long Island Antique Tool Collectors' Association (www.liatca.org)
• Long Island Decoy Collectors Association (http://lidecoycollectors.org)
• Magic Collectors' Association (www.geniimagazine.com/magicpedia/Magic_Collectors'_Association)
• Mannlicher Collectors Association (www.mannlicher.org)
• Marlin Firearms Collectors Association (www.marlin-collectors.com)
• MD Thompson Collectors Association (www.associatedgunclubs.org/mdthompson.html)
• Mid-West Tool Collectors Association (www.mwtca.org)
• Midwest Decoy Collectors Association (http://wildfowl-carving.com/advertisers/midwest-decoy-collectors-association)
• Midwest Gun Collectors' Association (www.midwestgca.com)
• Military Radio Collectors Association (www.mrca.ar88.net)
• Minnesota Decoy Collectors Association (www.mndecoycollectors.com)
• Minnesota Weapons Collector's Association (http://mwca.org)
• Missouri Arms Collectors Association (www.missouriarmscollectorsassociation.com)
• Model Engine Collectors Association (www.modelenginecollectors.org)
• Montour Antique Farm Machinery Collectors Association (http://mafmca.org)
• National Automatic Pistol Collectors Association (www.napca.net)
• National Bit, Spur & Saddle Collectors Association (http://nbssca.org)
• National Knife Collectors Association (www.facebook.com/National-Knife-Collectors-Association-151784152900/)
• National Reamer Collectors Association (www.reamers.org)
• National Scrip Collectors Association (http://nationalscripcollectors.org)
• National Token Collectors Association (www.tokencollectors.org)
• National Valentine Collectors Association (www.valentinecollectors.com)
• National Watch and Clock Museum (http://nawcc.org)
• New England Magic Collectors Association (http://nemca.com)
• New England Paperweight Collectors Association (www.nepaperweight.org)
• New Mexico Gun Collectors Association (www.nmgca.net)
• North American Trap Collectors Association (www.nationaltrappers.com/trapcollectors.html)
• North American Vintage Decoy and Sporting Collectors (www.nadecoycollectors.org)
• North Carolina Gun Collectors Association (http://ncgca.info)
• North Dakota Military Vehicle Collectors Association (www.ndmvca.com)
• Northeast Cutlery Collectors Association (www.ncca.info)
• Northland Oliver Collectors Association (www.northlandoliver.com)
• NorthWest Knife Collectors (www.nwkc.org)
• Ohio Gun Collectors Association (www.ogca.com)
• Old Dragon Collectors Association (www1.flightrising.com/forums/drs/1162110)
• Old Reel Collectors Association (http://orcaonline.org)
• Oregon Bottle Collectors Association (www.obca.org)
• Oregon Knife Collectors Association (www.oregonknifeclub.org)
• Painted Soda Bottle Collectors Association (www.collectoronline.com/psbca/psbca.html)
• Paperweight Collectors Association (www.paperweight.org)
• Parker Gun Collectors Association (www.parkerguns.org)
• Pennsylvania Antique Gun Collectors Association (www.pagca.com)
• Plasticville Collectors Association (www.plasticvilleusa.org)
• Potomac Arms Collectors Association (www.paca-club.org)
• Potomac Decoy Collectors Association (www.potomacdecoy.org)
• Promotional Glass Collectors Association (www.pgcaglassclub.com)
• Railroad Collectors Association (http://railroadcollectors.org)
• Road Map Collectors Association (http://roadmaps.org)
• Ruger Collectors' Association (www.rugercollectorsassociation.org)
• Sharps Collector Association (www.sharpscollector.com)
• Smoky Mountain Gun Collectors Association (www.smokymountainaguncollectorsassociation.org)
• South Carolina Arms Collectors Association (www.scaca.net)
• Southwest Tool Collectors Association (www.swtca.org)
• Tennessee Military Collectors Association (www.tmcaonline.org)
• The Idaho Automatic Weapons Collectors’ Association (http://iawca.org)
• The L.C. Smith Collectors Association (http://members.boardhost.com/lcsmith)
• The Missouri Valley Arms Collectors Association (www.mvaca.org)
• The National Russell Collectors Association (www.russellcollectors.org)
• Thompson Collectors Association (www.thetca.net)
• Train Collectors Association (www.traincollectors.org)
• Train Collectors Association Desert Division (www.tcadd.org)
• Train Collectors Association Northern California Division (www.norcaltca.com)
• Tube Collectors Association (www.tubecollectors.org)
• Utah Gun Collectors Association (www.ugca.org)
• Utah Train Collectors Association (www.utahtca.com)
• Vinyl Records Collectors Association (www.thevrca.com)
• Virginia Gun Collectors Association (www.vgca.net)
• Washington Bottle & Collectors Association (www.wbcaweb.org)
• Watt Collectors Association (www.wattcollectorsassociation.com)
• Weatherby Collectors Association (www.weatherby.com)
• West Coast Lock Collectors Association (www.wclca.net)
• White Rock Collectors Association (www.whiterocking.org)
• White Ironstone China Association (www.whiteironstonechina.com)
• Wisconsin Sports Collectors Association (http://wsca1975.com)
APPENDIX E

PARKS & RECREATION ASSOCIATIONS

Alabama
Alabama Recreation & Parks Association, P.O. Box 230579, Montgomery, AL 36123. (334) 279-9160. (www.arpaonline.org)

Alaska
Alaska Recreation & Parks Association, P.O. Box 100161, Anchorage, AK 99510. (www.alaskaarpa.org)

Arizona
Arizona Parks & Recreation Association, 1422 N. 44th Street, Suite 211, Phoenix, AZ 85008. (602) 335-1962. (www.azpra.org)

Arkansas
Arkansas Recreation & Parks Association, P.O. Box 326, Fayetteville, AR 72702. (501) 416-6700. (www.arkarpa.org)

California
California Park & Recreation Society, 7971 Freeport Boulevard, Sacramento, CA 95832. (www.cprs.org)

Colorado
Colorado Recreation & Parks Association, P.O. Box 1037, Wheat Ridge, CO 80034. (303) 231-0943. (www.cpра-web.org)

Connecticut

Florida
Florida Recreation & Parks Association, 411 Office Plaza Drive, Tallahassee, FL 32301. (850) 878-3221. (http://web.frpa.org)

Georgia
Georgia Recreation & Park Association, 1285 Parker Road, Conyers, GA 30094. (770) 760-1403. (www.grpa.org)
Hawaii
Hawaii Recreation & Parks Association, P.O. Box 283208, Honolulu, HI 96828.
(808) 768-3025.  (www.hawaiiparks.org)

Illinois
Illinois Association of Park Districts, 211 E. Monroe Street, Springfield, IL 62701.
(217) 523-4554.  (www.ilparks.org)

Illinois Parks & Recreation Association, 1815 S. Meyers Road, Suite 400, Oakbrook Terrace, IL 60181.  (630) 376-1911.  (www.il-ipra.org)

Indiana
Indiana Park & Recreation Association, P.O. Box 888, Cicero, IN 46034.
(317) 984-4500.  (www.inpra.org)

Iowa
Iowa Recreation & Parks Association, 1534 Penrose Street, Grinnell, IA 50112.
(515) 236-3917.  (www.iowaparkandrecreation.org)

Kansas
Kansas Recreation & Parks Association, 700 Jackson, Suite 805, Topeka, KS 66603.
(785) 235-6533.  (www.krpa.org)

Kentucky
Kentucky Recreation & Park Society, 213 St. Clair, Suite 204, Frankfort, KY 40601.
(502) 696-9834.  (www.kyrec.org)

Louisiana
Louisiana Recreation & Parks Association, 629 North Main Street, MS 39401.
(800) 810-3882.  (www.lrpa.net)

Maine
Maine Recreation & Parks Association, c/o University of Maine at Machias, 9 O’Brien Avenue, Machias, ME 4654. (207) 725-1726.  (http://merpa.org)

Maryland
Maryland Recreation & Parks Association, 2000 Shorefield Road, Wheaton, MD 20902.
(301) 942-7203.  (www.mrpanet.org)

Massachusetts
Massachusetts Recreation & Parks Association, P.O. Box 783, Westfield, MA 01086.
(413) 568-8356.  (www.massrpa.org)
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<tr>
<td>Minnesota</td>
<td>Minnesota Recreation &amp; Parks Association, 200 Charles Street NE, Fridley, MN 55432. (763) 571-1305. (<a href="http://www.mnrpa.org">www.mnrpa.org</a>)</td>
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<tr>
<td>Mississippi</td>
<td>Mississippi Recreation &amp; Parks Association, 629 N. Main Street, Hattiesburg, MS 39401. (601) 582-3361. (<a href="http://www.aboutmrpa.org">www.aboutmrpa.org</a>)</td>
</tr>
<tr>
<td>Missouri</td>
<td>Missouri Recreation &amp; Parks Association, 2018 William Street, Jefferson City, MO 65109. (573) 636-3828. (<a href="http://www.mopark.org">www.mopark.org</a>)</td>
</tr>
<tr>
<td>Montana</td>
<td>Montana Recreation &amp; Parks Association, P.O. Box 1704, Helena, MT 59624. (<a href="http://www.mtrpa.info">www.mtrpa.info</a>)</td>
</tr>
<tr>
<td>Nebraska</td>
<td>Nebraska Recreation &amp; Parks Association, 1819 Farnam Street, Suite 701, Omaha, NE 68183. (402) 444-5933. (<a href="http://www.nerpa.us">www.nerpa.us</a>)</td>
</tr>
<tr>
<td>Nevada</td>
<td>Nevada Recreation &amp; Park Society, P.O. Box 97264, Las Vegas, NV 89193. (702) 455-7513. (<a href="http://www.nrps.org">www.nrps.org</a>)</td>
</tr>
<tr>
<td>New Jersey</td>
<td>New Jersey Recreation &amp; Parks Association, 13 April Lane, Somerset, NJ 08873. (732) 568-1270. (<a href="http://www.njrpa.org">www.njrpa.org</a>)</td>
</tr>
<tr>
<td>North Dakota</td>
<td>North Dakota Recreation &amp; Parks Association, 1605 E. Capitol Avenue, Bismarck, ND 58501. (701) 355-4458. (<a href="http://www.ndrpa.org">www.ndrpa.org</a>)</td>
</tr>
</tbody>
</table>
Ohio
Ohio Parks & Recreation Association, 1069A W Main Street, Westerville, OH 43081. (614) 895-2222. (www.opraonline.org)

Oklahoma
Oklahoma Recreation & Parks Association, P.O. Box 1201, Sand Springs, OK 74063. (918) 245-5756. (www.orps.net)

Oregon
Oregon Recreation & Parks Association, 1515 16th Street NE, Salem, OR 97301. (503) 375-6107. (www.orpa.org)

Pennsylvania
Pennsylvania Recreation & Parks Society, 2131 Sandy Drive, State College, PA 16823. (814) 234-5276. (www.prps.org)

Tennessee
Tennessee Recreation & Parks Association, 718 Boyd Mill Avenue, Franklin, TN 37064. (615) 790-0041. (www.trpa.net)

Texas
Texas Recreation & Parks Society, P.O. Box 5188, Jonestown, TX 78645. (512) 267-5550. (www.traps.org)

Utah
Utah Recreation & Parks Association, 296 West 700 South, Springville, UT 84663. (801) 491-9867. (www.urpa.org)

Vermont
Vermont Recreation & Parks Association, 721 Main Street, Colchester, VT 05446. (802) 878-2077. (www.vrpa.org)

Virginia
Virginia Recreation & Parks Society, 6372 Mechanicsville Turnpike, Suite 109, Mechanicsville, VA 23111. (804) 730-9447. (www.vrps.com)

Washington

West Virginia
West Virginia Recreation & Parks Association, 133 Circle Drive, Bridgeport, WV 26330. (304) 669-3181. (www.wvrpa.org)
**Wisconsin**
Wisconsin Parks & Recreation Association, 6601-C Northway, Greendale, WI 53129. (414) 423-1210. (www.wpraweb.org)

**Wyoming**
Wyoming Recreation & Parks Association, 1775 Hitching Post Drive, Green River, WY 82935. (www.wyorpa.com)
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Chapter 7: Casinos

Chapter 9: Circuses

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Chapter 26: Fantasy Sports

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Chapter 39: Holiday Festivities

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Chapter 48: Movies

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Chapter 53: Outdoor Leisure & Recreation

Chapter 59: Reading


**Chapter 68: Sports Betting**


**Chapter 69: Sports & Recreation Participation**

**Chapter 70: Street Festivals & Block Parties**

**Chapter 72: Tailgating**

**Chapter 74: Tennis**

**Chapter 81: Walking**

**Chapter 84: Yoga**

**Chapter 85: Zoos & Aquariums**