

## MARKET SUMMARY

### 1.1 Spending on Entertainment and Leisure

Richard K. Miller & Associates (RKMA, [www.rkma.com](http://www.rkma.com)) estimates the U.S. entertainment and leisure market at \$3.7 trillion. For comparison: annual U.S. retail sales (including motor vehicles, parts, gasoline stations, restaurants, and e-commerce) were \$8.3 trillion in 2023, according to the U.S. Department of Commerce ([www.doc.gov](http://www.doc.gov)); sales at GAFO (general merchandise, apparel, furnishings, and other) stores were \$1.5 trillion. National healthcare expenditures were \$4.7 trillion in 2023, according to the Centers for Medicare & Medicaid Services ([www.cms.gov](http://www.cms.gov)).

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

- **Adult entertainment:** \$ 26 billion  
(sources: *Forbes*, *U.S. News & World Report*, Associated Press)
- **Amusement Parks:** \$ 19 billion  
(source: IBISWorld)
- **Art:** \$ 28 billion  
(sources: UBS and Art Basal)
- **Arts & crafts:** \$ 43 billion  
(source: National Art Materials Trade Association)
- **Bars and nightclubs:** \$ 23 billion  
(source: National Restaurant Association)
- **Bicycles:** \$ 10 billion  
(source: National Bicycle Dealers Association)
- **Bowling:** \$ 3 billion  
(source: IBISWorld)
- **Camping:** \$ 5 billion  
(source: Outdoor Industry Association)
- **Casino wagering:** \$ 99 billion  
(sources: American Gaming Association and National Indian Gaming Commission)
- **Collecting:** \$ 70 billion  
(source: *Investors Business Daily*)
- **Computer & video games:** \$ 60 billion  
(sources: NPD Group, Entertainment Software Association)
- **Consumer books:** \$ 23 billion  
(sources: U.S. Department of Commerce)
- **Consumer electronics:** \$485 billion  
(source: Consumer Electronics Association)

|   |               |
|---|---------------|
| • Cultural, the not-for-profit arts industry:<br>(source: Americans for the Arts)                                   | \$135 billion |
| • Dining out (casual and fine dining only):<br>(source: National Restaurant Association)                            | \$324 billion |
| • Drones:<br>(source: Consumer Technology Association)  | \$ 1 billion  |
| • Equestrian:<br>(source: American Quarter Horse Association)   | \$102 billion |
| • Event catering:<br>(sources: Catersource)   | \$ 68 billion |
| • Fantasy sports:<br>(source: Fantasy Sports Trade Association)   | \$ 7 billion  |
| • Festivals:<br>(source: International Festivals & Events Association)  | \$ 25 billion |
| • Fishing:<br>(source: U.S. Fish and Wildlife Service)  | \$ 42 billion |
| • Gardening:<br>(source: National Gardening Association)  | \$ 62 billion |
| • Golf:<br>(source: National Golf Foundation)   | \$ 69 billion |
| • Health and Fitness Clubs:<br>(source: International Health, Racquet & Sportsclub Association)                     | \$ 35 billion |
| • Hunting:<br>(source: U.S. Fish and Wildlife Service)  | \$ 26 billion |
| • Lotteries:<br>(source: North American Association of State and Provincial Lotteries)                              | \$ 45 billion |
| • Motorcycles:<br>(source: Packaged Facts)  | \$ 18 billion |
| • Museums:<br>(source: American Alliance of Museums)  | \$ 21 billion |
| • Music concerts:<br>(source: Pollstar)   | \$ 9 billion  |
| • Musical instruments and products:<br>(source: <i>Music Trades</i> )   | \$ 7 billion  |
| • Parks, city:<br>(source: National Recreation And Park Association)  | \$ 37 billion |
| • Parks, national:<br>(source: U.S. Park Service)   | \$ 12 billion |
| • Parks, state:<br>(source: National Association of State Park Directors)   | \$ 2 billion  |
| • Pets:<br>(source: American Pet Products Association)  | \$ 96 billion |
| • Photography:<br>(sources: Photo Marketing Association, Bureau of Economic Analysis)                               | \$ 17 billion |
| • Premium video (pay TV, mobile video, DVD, broadband video, and theater/box office receipts):<br>(source: iSuppli) | \$182 billion |

|   |               |
|---|---------------|
| • Private clubs:<br>(source: IBISWorld)   | \$ 25 billion |
| • Radio (ad-supported, not direct consumer spending):<br>(source: Radio Advertising Bureau) | \$ 17 billion |
| • Recreational boating:<br>(source: National Marine Manufacturers Association)              | \$122 billion |
| • Recreation vehicles:<br>(source: Recreation Vehicle Industry Association)                 | \$ 21 billion |
| • Spas:<br>(source: International Spa Association, PricewaterhouseCoopers)                  | \$ 18 billion |
| • Specialty auto accessories:<br>(source: Specialty Equipment Market Association)           | \$ 44 billion |
| • Spectator sports:<br>(source: <i>Sports Business Journal</i> )                            | \$ 26 billion |
| • Sporting goods:<br>(source: Sports & Fitness Industries Association)                      | \$111 billion |
| • Sports wagering:<br>(source: <i>Legal Sports Report</i> )                                 | \$ 2 billion  |
| • Swimming pools:<br>(source: IBISWorld)  | \$ 9 billion  |
| • Tailgating:<br>(source: Online Colleges)  | \$ 35 billion |
| • Television (ad-supported, not direct consumer spending):<br>(source: <i>Adweek</i> )      | \$ 68 billion |
| • Tennis:<br>(source: Tennis Industry Association)  | \$ 4 billion  |
| • Travel and tourism (leisure travel only):<br>(source: Travel Industry Association)        | \$792 billion |
| • Wildlife watching:<br>(source: U.S. Fish and Wildlife Service)                            | \$ 76 billion |
| • Yoga:<br>(source: IBISWorld)  | \$ 12 billion |
| • Zoos and aquariums:<br>(source: American Zoo & Aquarium Association)                      | \$ 96 billion |

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 not all types of leisure expenditures – culinary arts, DIY home projects, and hobby farming, for example – are included in the list.

## 1.2 Time Spent With Leisure

The *American Time Use Survey* (ATUS, [www.bls.gov/tus/](http://www.bls.gov/tus/)), published in June 2023 by the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor, assessed average daily time among people ages 15 and older spent with leisure and sports activities at 5.27 hours.

Adults' average time spent on leisure and recreational activities, the percentage participating in various activities, and the average time spent among participants were as follows:

|                                     | <b>All Ages 15+</b> | <b>Pct.</b> | <b>Active Participants</b> |
|-------------------------------------|---------------------|-------------|----------------------------|
| • Relaxing and leisure:             | 4.16 hours          | 92%         | 4.52 hours                 |
| • Socializing and communicating:    | 0.57 hours          | 29%         | 1.96 hours                 |
| • Sports, recreation, and exercise: | 0.34 hours          | 22%         | 1.52 hours                 |
| • Leisure travel:                   | 0.16 hours          | 24%         | 0.68 hours                 |
| • Total:                            | 5.27 hours          | 96%         | 5.48 hours                 |

Average daily time spent with leisure and sports activities, by demographic, was as follows:

### **Gender and Day**

|                                   |            |
|-----------------------------------|------------|
| • Average per day, total:         | 5.27 hours |
| • Average per day, men:           | 5.61 hours |
| • Average per day, women:         | 6.94 hours |
| • Average per weekday, total:     | 6.72 hours |
| • Average per weekday, men:       | 5.01 hours |
| • Average per weekday, women:     | 4.44 hours |
| • Average per weekend day, total: | 6.57 hours |
| • Average per weekend day, men:   | 7.04 hours |
| • Average per weekend day, women: | 6.13 hours |

### **Employment Status**

|                              |            |
|------------------------------|------------|
| • Employed full time, total: | 4.01 hours |
| • Employed full time, men:   | 4.21 hours |
| • Employed full time, women: | 3.76 hours |
| • Not employed, total:       | 6.93 hours |
| • Not employed, men:         | 7.93 hours |
| • Not employed, women:       | 6.21 hours |

## 1.3 Favorite Activities

According to Deloitte ([www.deloitte.com](http://www.deloitte.com)), the following are the favorite media entertainment activities among U.S. adults and teens, by generation (percentage of respondents):

|                                     | <b>Gen Z</b> | <b>Millennials</b> | <b>Gen X</b> | <b>Boomers</b> |
|-------------------------------------|--------------|--------------------|--------------|----------------|
| • Play video games:                 | 26%          | 16%                | 10%          | 3%             |
| • Listen to music:                  | 14%          | 13%                | 8%           | 11%            |
| • Browse the Internet:              | 12%          | 11%                | 10%          | 12%            |
| • Engage on social platforms:       | 11%          | 7%                 | 5%           | 2%             |
| • Watch TV shows or movies at home: | 10%          | 18%                | 29%          | 39%            |

The Harris Poll ([www.theharrispoll.com](http://www.theharrispoll.com)) asked consumers what were their two or three favorite leisure-time activities. Responses by gender were as follows:

|  | <b>Total</b> | <b>Female</b> | <b>Male</b> |
|--|--------------|---------------|-------------|
| • Watching TV:                         | 42%          | 42%           | 43%         |
| • Reading:                             | 37%          | 48%           | 24%         |
| • Computer/Internet:                   | 19%          | 18%           | 20%         |
| • Time with family/friends:            | 18%          | 23%           | 13%         |
| • Watching/going to movies:            | 11%          | 11%           | 11%         |
| • Exercise/working out:                | 10%          | 10%           | 10%         |
| • Video/computer games:                | 10%          | 8%            | 13%         |
| • Walking/running/jogging:             | 8%           | 10%           | 7%          |
| • Gardening:                           | 7%           | 9%            | 5%          |
| • Concerts/listening to/playing music: | 7%           | 5%            | 10%         |
| • Hobby-related activities:            | 5%           | 4%            | 5%          |
| • Eating/going to restaurants:         | 4%           | 4%            | 4%          |
| • Cooking/baking:                      | 4%           | 5%            | 3%          |
| • Sewing/needlework/quilting:          | 4%           | 7%            | <1%         |
| • Attending/watching sports events:    | 4%           | 2%            | 6%          |
| • Shopping:                            | 4%           | 6%            | 2%          |
| • Sleeping/napping:                    | 3%           | 4%            | 3%          |
| • Relaxing/resting:                    | 3%           | 2%            | 3%          |
| • Fishing:                             | 3%           | 2%            | 5%          |
| • Crafts:                              | 3%           | 5%            | 1%          |
| • Swimming:                            | 3%           | 3%            | 3%          |
| • Golf:                                | 3%           | 1%            | 7%          |
| • Playing with pets:                   | 3%           | 3%            | 2%          |

Responses by age were as follows:

|  | <b>Total</b> | <b>18-to-36</b> | <b>37-to-48</b> | <b>49-to-67</b> | <b>68+</b> |
|--|--------------|-----------------|-----------------|-----------------|------------|
| • Watching TV:                         | 42%          | 38%             | 45%             | 42%             | 48%        |
| • Reading:                             | 37%          | 31%             | 35%             | 40%             | 42%        |
| • Computer/Internet:                   | 19%          | 16%             | 19%             | 21%             | 19%        |
| • Time with family/friends:            | 18%          | 19%             | 19%             | 17%             | 20%        |
| • Watching/going to movies:            | 11%          | 13%             | 13%             | 10%             | 5%         |
| • Exercise/working out:                | 10%          | 13%             | 12%             | 7%              | 6%         |
| • Video/computer games:                | 10%          | 16%             | 10%             | 8%              | 6%         |
| • Walking/running/jogging:             | 8%           | 5%              | 11%             | 11%             | 7%         |
| • Gardening:                           | 7%           | 1%              | 4%              | 11%             | 14%        |
| • Concerts/listening to/playing music: | 7%           | 10%             | 9%              | 7%              | 2%         |
| • Hobby-related activities:            | 5%           | 3%              | 1%              | 6%              | 9%         |
| • Eating/going to restaurants:         | 4%           | 5%              | 3%              | 4%              | 7%         |
| • Cooking/baking:                      | 4%           | 5%              | 3%              | 4%              | 3%         |
| • Sewing/needlework/quilting:          | 4%           | 2%              | 3%              | 6%              | 5%         |
| • Attending/watching sports events:    | 4%           | 2%              | 5%              | 5%              | 2%         |

|                      |    |    |    |    |    |
|----------------------|----|----|----|----|----|
| • Shopping:          | 4% | 5% | 7% | 3% | 2% |
| • Sleeping/napping:  | 3% | 4% | 4% | 3% | 1% |
| • Relaxing/resting:  | 3% | 4% | 3% | 2% | 1% |
| • Fishing:           | 3% | 2% | 4% | 5% | 2% |
| • Crafts:            | 3% | 3% | 3% | 3% | 4% |
| • Swimming:          | 3% | 3% | 1% | 2% | 6% |
| • Golf:              | 3% | 3% | 1% | 4% | 7% |
| • Playing with pets: | 3% | 3% | 2% | 2% | 2% |

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

|                                 | <b>Total</b> | <b>Female</b> | <b>Male</b> |
|---------------------------------|--------------|---------------|-------------|
| • Watching TV:                  | 56%          | 54%           | 58%         |
| • Spending time with family:    | 48%          | 57%           | 38%         |
| • Spending time with friends:   | 42%          | 43%           | 41%         |
| • Listening to/playing music:   | 41%          | 39%           | 43%         |
| • Reading:                      | 38%          | 47%           | 29%         |
| • Playing computer/video games: | 32%          | 21%           | 42%         |
| • Online social networking:     | 30%          | 33%           | 28%         |
| • Cooking:                      | 22%          | 29%           | 16%         |
| • Exercising/gym/indoor sports: | 21%          | 17%           | 25%         |
| • Shop in stores:               | 18%          | 24%           | 11%         |
| • Shop online:                  | 18%          | 21%           | 16%         |

#### 1.4 Time Spent Using Media

Emarketer ([www.emarketer.com](http://www.emarketer.com)) assessed the average time spent per day by U.S. adults using major media as follows (hours:minutes):

| <b>Digital Media</b>       | <b>2020</b> | <b>2021</b> | <b>2022</b> | <b>2023</b> |
|----------------------------|-------------|-------------|-------------|-------------|
| • Mobile - non-voice:      | 4:16        | 4:24        | 4:30        | 4:36        |
| - Audio/radio:             | 1:10        | 1:17        | 1:20        | 1:22        |
| - Social networks:         | 1:03        | 1:07        | 1:08        | 1:09        |
| - Video:                   | 0:49        | 0:52        | 0:54        | 0:56        |
| - Other:                   | 1:13        | 1:08        | 1:08        | 1:09        |
| • Desktop/laptop:          | 2:03        | 2:00        | 1:57        | 1:54        |
| - Video:                   | 0:26        | 0:26        | 0:26        | 0:25        |
| - Audio/radio:             | 0:20        | 0:20        | 0:20        | 0:20        |
| - Social networks:         | 0:07        | 0:07        | 0:07        | 0:06        |
| - Other:                   | 1:09        | 1:07        | 1:05        | 1:03        |
| • Other connected devices: | 1:35        | 1:41        | 1:47        | 1:53        |
| • Total digital media:     | 7:54        | 8:05        | 8:14        | 8:23        |

## Traditional Media

|                            |              |              |              |              |
|----------------------------|--------------|--------------|--------------|--------------|
| • Television:              | 3:33         | 3:16         | 3:07         | 2:56         |
| • Radio:                   | 1:27         | 1:24         | 1:23         | 1:21         |
| • Newspapers:              | 0:10         | 0:10         | 0:09         | 0:09         |
| • Magazines:               | 0:09         | 0:08         | 0:08         | 0:08         |
| • Other non-digital:       | 0:11         | 0:10         | 0:10         | 0:10         |
| • Total traditional media: | 5:30         | 5:08         | 4:58         | 4:44         |
| <b>Total</b>               | <b>13:24</b> | <b>13:13</b> | <b>13:11</b> | <b>13:07</b> |

The time adults spend using digital media has surpassed the time spent watching TV since 2013.

## 1.5 Children's Activities

A survey by SSRS ([www.ssr.com](http://www.ssr.com)) found that children ages 8-to-11 enjoy activities as follows:

|  |     |
|--|-----|
| • Watching TV or movies at home:         | 85% |
| • Going to the park:                     | 84% |
| • YouTube, TikTok, other social videos:  | 82% |
| • Playing video games:                   | 81% |
| • Listening to music:                    | 81% |
| • Swimming:                              | 78% |
| • Visiting theme parks:                  | 71% |
| • Arts & crafts:                         | 67% |
| • Going to the movies:                   | 67% |
| • Biking:                                | 60% |
| • Social media:                          | 55% |
| • Reading for fun:                       | 54% |
| • Going shopping:                        | 50% |
| • Dancing:                               | 46% |
| • Playing sports:                        | 46% |
| • Cooking & baking:                      | 44% |
| • Camping:                               | 43% |
| • Playing a musical instrument:          | 37% |
| • Fishing:                               | 34% |
| • Exercising:                            | 30% |
| • Hiking:                                | 27% |
| • Skateboarding:                         | 25% |
| • Watching sports on TV:                 | 25% |
| • Going to music concerts:               | 19% |
| • Skiing/snowboarding:                   | 15% |
| • Following professional/college sports: | 15% |

## FESTIVALS, FAIRS & EVENTS

### 14.1 Market Assessment

According to U.S. Travel ([www.ustravel.org](http://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](http://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](http://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.

### 14.2 Top 50 Fairs

*Carnival Warehouse* publishes an annual list of the Top 50 fairs in the United States.

The Top 50 fairs in 2023 were as follows:

|     |  |           |
|-----|--|-----------|
| 1.  | Houston Livestock Show and Rodeo (Houston, TX):            | 2,479,004 |
| 2.  | State Fair of Texas (Dallas, TX):                          | 2,341,449 |
| 3.  | Minnesota State Fair (Saint Paul, MN):                     | 1,835,826 |
| 4.  | Canadian National Exhibition (Toronto, ON, Canada):        | 1,604,000 |
| 5.  | San Antonio Livestock Show & Exposition (San Antonio, TX): | 1,500,000 |
| 6.  | Arizona State Fair (Phoenix, AZ):                          | 1,445,194 |
| 7.  | Eastern States Exposition (West Springfield, MA):          | 1,427,234 |
| 8.  | Calgary Stampede (Calgary, AB, Canada):                    | 1,384,632 |
| 9.  | Fort Worth Stock Show (Fort Worth, TX):                    | 1,270,000 |
| 10. | Iowa State Fair (Des Moines, IA):                          | 1,133,958 |
| 11. | Erie County Fair (Hamburg, NY):                            | 1,125,347 |
| 12. | Tulsa State Fair (Tulsa, OK):                              | 1,075,000 |
| 13. | Orange County Fair (Costa Mesa, CA):                       | 1,048,181 |
| 14. | Wisconsin State Fair (West Allis, WI):                     | 1,043,350 |
| 15. | Ohio State Fair (Columbus, OH):                            | 1,006,228 |
| 16. | San Diego County Fair (San Diego, CA):                     | 997,720   |
| 17. | Washington State Fair (Puyallup, WA):                      | 973,000   |

|  |         |
|--|---------|
| 18. Great New York State Fair (Syracuse, NY):              | 932,699 |
| 19. North Carolina State Fair (Raleigh, NC):               | 926,425 |
| 20. Oklahoma State Fair (Oklahoma City, OK):               | 900,000 |
| 21. Indiana State Fair (Indianapolis, IN):                 | 840,414 |
| 22. Wilson County Fair/Tennessee State Fair (Lebanon, TN): | 739,315 |
| 23. Los Angeles County Fair (Los Angeles):                 | 717,815 |
| 24. Illinois State Fair (Springfield, IL):                 | 707,613 |
| 25. National Western Show (Denver, CO):                    | 702,697 |
| 26. Pacific National Exhibition (Vancouver, BC, Canada):   | 626,531 |
| 27. Florida Strawberry Festival (Plant City, FL):          | 606,116 |
| 28. Kentucky State Fair (Louisville, KY):                  | 599,000 |
| 29. California State Fair (Sacramento, CA):                | 594,114 |
| 30. Arkansas State Fair (Little Rock, AR):                 | 559,677 |
| 31. K Days (Edmonton, AB, Canada):                         | 557,000 |
| 32. Big Fresno Fair (Fresno, CA):                          | 542,612 |
| 33. Mississippi State Fair (Jackson, MS):                  | 526,000 |
| 34. Maryland State Fair (Timonium, MD):                    | 518,000 |
| 35. Miami-Dade County Fair and Expo (Miami, FL):           | 516,416 |
| 36. Colorado State Fair (Pueblo, CO):                      | 509,156 |
| 37. Georgia National Fair (Perry, GA):                     | 487,874 |
| 38. New Mexico State Fair (Albuquerque, NM):               | 465,000 |
| 39. Alameda County Fair (Pleasanton, CA):                  | 445,032 |
| 40. South Florida Fair (West Palm Beach, FL):              | 420,043 |
| 41. Florida State Fair (Tampa, FL):                        | 405,888 |
| 42. York State Fair (York, PA):                            | 399,963 |
| 43. Topsfield Fair (Topsfield, MA):                        | 393,598 |
| 44. North Georgia State Fair (Marietta, GA):               | 375,000 |
| 45. North Dakota State Fair (East Minot, ND):              | 356,534 |
| 46. Bloomsburg Fair (Bloomsburg, PA):                      | 350,956 |
| 47. Kern County Fair (Bakersville, CA):                    | 350,000 |
| 48. Salem Free Fair (Salem, VA):                           | 350,000 |
| 49. Missouri State Fair (Sedalia, MO):                     | 349,048 |
| 50. South Carolina State Fair (Columbia, SC):              | 345,416 |

### 14.3 State Fairs

Annual state fairs are held in 44 states; combined attendance is more than 28 million. The following are links to state fairs:

#### **Alabama**

- Alabama National Fair (Birmingham; [www.alnationalfair.org](http://www.alnationalfair.org))

#### **Alaska**

- Alaska State Fair (Palmer; [www.alaskastatefair.org](http://www.alaskastatefair.org))

**Arizona**

- Arizona Exposition & State Fair (Phoenix; [www.azstatefair.com](http://www.azstatefair.com))

**Arkansas**

- Arkansas State Fair (Little Rock; [www.arkansasstatefair.com](http://www.arkansasstatefair.com))

**California**

- California State Fair (Sacramento; [www.calstatefair.org](http://www.calstatefair.org))

**Colorado**

- Colorado State Fair (Pueblo; [www.coloradostatefair.com](http://www.coloradostatefair.com))

**Delaware**

- Delaware State Fair (Harrington; [www.delawarestatefair.com](http://www.delawarestatefair.com))

**Florida**

- Florida State Fair (Tampa; [www.floridastatefair.com](http://www.floridastatefair.com))

**Georgia**

- Georgia National Fair (Perry; [www.georgianationalfair.com](http://www.georgianationalfair.com))
- North Georgia State Fair (Marietta; [www.northgeorgiastatefair.com](http://www.northgeorgiastatefair.com))

**Hawaii**

- Hawaii 50<sup>th</sup> State Fair (Aiea; [www.ekfernandez.com/events/50th-entertainment.asp](http://www.ekfernandez.com/events/50th-entertainment.asp))

**Idaho**

- Eastern Idaho State Fair (Blackfoot; [www.idaho-state-fair.com](http://www.idaho-state-fair.com))
- Western Idaho Fair (Boise; [www.idahofair.com](http://www.idahofair.com))

**Illinois**

- Illinois State Fair (Springfield; [www.agr.state.il.us/isf/](http://www.agr.state.il.us/isf/))

**Indiana**

- Indiana State Fair (Indianapolis; [www.in.gov/statefair/](http://www.in.gov/statefair/))

**Iowa**

- Iowa State Fair (Des Moines; [www.iowastatefair.org](http://www.iowastatefair.org))

**Kansas**

- Kansas State Fair (Hutchinson; [www.kansasstatefair.com](http://www.kansasstatefair.com))

**Kentucky**

- Kentucky State Fair (Louisville; [www.kystatefair.org](http://www.kystatefair.org))

**Louisiana**

- State Fair of Louisiana (Shreveport; [www.statefairoflouisiana.com](http://www.statefairoflouisiana.com))

**Maryland**

- Maryland State Fair (Timonium; [www.marylandstatefair.com](http://www.marylandstatefair.com))

**Massachusetts/New England**

- The Big E (West Springfield; [www.thebige.com](http://www.thebige.com))

**Minnesota**

- Minnesota State Fair (Falcon Heights; [www.mnstatefair.org](http://www.mnstatefair.org))

**Mississippi**

- Mississippi State Fair (Jackson; [www.mdac.ms.gov/bureaus-departments/state-fair-commission/fair/](http://www.mdac.ms.gov/bureaus-departments/state-fair-commission/fair/))

**Missouri**

- Missouri State Fair (Sedalia; [www.mostatefair.com](http://www.mostatefair.com))

**Montana**

- Montana State Fair (Great Falls; [www.montanastatefair.com](http://www.montanastatefair.com))

**Nebraska**

- Nebraska State Fair (Grand Island; [www.statefair.org](http://www.statefair.org))

**New Jersey**

- New Jersey State Fair (Augusta; [www.newjerseystatefair.com](http://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](http://www.nysfair.org))

**North Carolina**

- North Carolina State Fair (Raleigh; [www.ncstatefair.org](http://www.ncstatefair.org))

**North Dakota**

- North Dakota State Fair (Minot; [www.ndstatefair.com](http://www.ndstatefair.com))

**Ohio**

- Ohio State Fair (Columbus; [www.ohiostatefair.com](http://www.ohiostatefair.com))

**Oklahoma**

- Oklahoma State Fair (Oklahoma City; [www.okstatefair.com](http://www.okstatefair.com))
- Tulsa State Fair (Tulsa; [www.tulsastatefair.com](http://www.tulsastatefair.com))

**Oregon**

- Oregon State Fair (Salem; [www.oregonstatefair.org](http://www.oregonstatefair.org))

**South Carolina**

- South Carolina State Fair (Columbia; [www.scstatefair.org](http://www.scstatefair.org))

**South Dakota**

- South Dakota State Fair (Huron; [www.sdstatefair.com](http://www.sdstatefair.com))

**Tennessee**

- Tennessee State Fair (Nashville; [www.tnstatefair.org](http://www.tnstatefair.org))

**Texas**

- State Fair of Texas (Dallas; [www.bigtex.com](http://www.bigtex.com))

**Utah**

- Utah State Fair (Salt Lake City; [www.utah-state-fair.com](http://www.utah-state-fair.com))

**Vermont**

- Vermont State Fair (Rutland; [www.vermontstatefair.net](http://www.vermontstatefair.net))

**Virginia**

- State Fair of Virginia (Caroline County; [www.statefairva.org](http://www.statefairva.org))

**Washington**

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

**West Virginia**

- State Fair of West Virginia (Fairlea; [www.statefairwv.com](http://www.statefairwv.com))

**Wisconsin**

- Wisconsin State Fair (Milwaukee; [www.wistatefair.com](http://www.wistatefair.com))

**Wyoming**

- Wyoming State Fair (Douglas; [www.wystatefair.com](http://www.wystatefair.com))

#### 14.4 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](http://www.columbusfilmcouncil.org)) is the oldest film festival in the U.S.

The Seattle International Film Festival ([www.seattlefilm.org](http://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](http://www.tiff.net)) is the largest in North America.

The Readers Choice Awards poll by 10Best ([www.10best.com](http://www.10best.com)), a *USA Today* travel site, rated the best film festivals in 2023 as follows:

1. Out On Film (Atlanta, GA)
2. Washington West Film Festival (Reston, VA)
3. Santa Barbara International Film Festival (Santa Barbara, CA)
4. Atlanta Film Festival (Atlanta, GA)
5. Mountainfilm (Telluride, CO)
6. Dances With Films (Los Angeles, CA)
7. Orcas Island Film Festival (Eastsound, WA)
8. Frameline (San Francisco, CA)
9. Nevada City Film Festival (Nevada City, CA)
10. Seattle International Film Festival (Seattle, WA)

#### 14.5 Other Festivals

In 2023, Readers Choice Awards ranked the Best Cultural Festivals as follows:

1. National Cherry Blossom Festival (Washington, DC)
2. Kutztown Folk Festival (Kutztown, PA)
3. Dublin Irish Festival (Dublin, OH)
4. Water Lantern Festival (multiple locations)
5. Albuquerque International Balloon Fiesta (Albuquerque, NM)
6. San Francisco Chinese New Year Festival & Parade (San Francisco, CA)
7. Fantasy Fest (Key West, FL)
8. Frozen Dead Guy Days (Estes Park, CO)
9. Aloha Festivals (Hawaii)
10. Artscape (Baltimore, MD)

The Best Beer Festivals in 2024 were ranked as follows:

1. Barrel & Flow Fest (Pittsburgh, PA)
2. Suwanee Beer Fest (Suwanee, GA)
3. Great American Beer Festival (Denver, CO)
4. Kill The Lights (Knoxville, TN)
5. Brave Brews Festival (Auburn, NY)
6. Tailspin Ale Fest (Louisville, KY)

7. Fresh Hop Ale Festival (Yakima, WA)
8. Historic New Castle Belgian Beer Festival (New Castle, DE)
9. Lumberjack Day by 3 Sons Brewing Co. (Dania Beach, FL)
10. Great Taste of the Midwest (Madison, WI)

The Best Wine Festivals in 2023 were ranked as follows:

1. San Diego Bay Wine + Food Festival (San Diego, CA)
2. Key West Food & Wine Festival (Key West, FL)
3. Lodi Wine Festival (Lodi, CA)
4. Black Vines (Oakland, CA)
5. Naples Winter Wine Festival (Naples, FL)
6. World of Pinot Noir (Santa Barbara, CA)
7. Santa Fe Wine & Chile Fiesta (Santa Fe, NM)
8. International Pinot Noir Celebration (McMinnville, OR)
9. South Beach Wine & Food Festival (Miami Beach, FL)
10. Taste of Sonoma (Santa Rosa, CA)

Festivals are assessed elsewhere in this handbook as follows:

- Art festivals: Chapter 3
- Music festivals: Chapter 31

#### 14.6 Market Resources

*Carnival Warehouse*, P.O. Box 6682, Elgin, IL 60121. ([www.carnivalwarehouse.com](http://www.carnivalwarehouse.com))

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

International Festivals & Events Association, 10400 Overland Road, Suite 356, Boise, ID 83709. (208) 433-0950. ([www.ifea.com](http://www.ifea.com))

## FILMED ENTERTAINMENT

### 15.1 Market Assessment: Cinema Box Office

According to Comscore ([www.comscore.com](http://www.comscore.com)), the U.S. and Canadian box office market has been as follows:

|         | <b>Gross</b>   | <b>Attendance</b> | <b>Avg. Ticket Price</b> |
|---------|----------------|-------------------|--------------------------|
| • 2015: | \$11.1 billion | 1.32 billion      | \$ 8.43                  |
| • 2016: | \$11.4 billion | 1.32 billion      | \$ 8.65                  |
| • 2017: | \$11.1 billion | 1.24 billion      | \$ 8.97                  |
| • 2018: | \$11.9 billion | 1.30 billion      | \$ 9.11                  |
| • 2019: | \$11.4 billion | 1.24 billion      | \$ 9.19                  |
| • 2020: | \$ 2.2 billion | 0.24 billion      | \$ 9.17                  |
| • 2021: | \$ 4.5 billion | 0.47 billion      | \$ 9.57                  |
| • 2022: | \$ 7.5 billion | 0.70 billion      | \$10.53                  |
| • 2023: | \$ 9.0 billion | 0.83 billion      | \$10.78                  |

### 15.2 Market Assessment: Digital Home Entertainment

DEG: The Digital Entertainment Group ([www.degonline.org](http://www.degonline.org)), reported U.S. digital home entertainment (HE) spending as follows:

|         |                |
|---------|----------------|
| • 2015: | \$ 8.9 billion |
| • 2016: | \$11.4 billion |
| • 2017: | \$14.1 billion |
| • 2018: | \$17.4 billion |
| • 2019: | \$20.5 billion |
| • 2020: | \$26.5 billion |
| • 2021: | \$30.2 billion |
| • 2022: | \$36.8 billion |
| • 2023: | \$43.0 billion |

### 15.3 Film Studios

Box office gross revenues in 2023 for major film studios were as follows (source: Nash Information Services [[www.the-numbers.com](http://www.the-numbers.com)]):

|                              | <b>Releases</b> | <b>Box Office Gross</b> |
|------------------------------|-----------------|-------------------------|
| • Universal:                 | 28              | \$1,821,553,932         |
| • Walt Disney:               | 12              | \$1,446,951,947         |
| • Warner Bros.:              | 22              | \$1,406,955,758         |
| • Sony Pictures:             | 27              | \$ 982,565,789          |
| • Paramount Pictures:        | 10              | \$ 844,379,150          |
| • Lionsgate:                 | 12              | \$ 579,712,250          |
| • 20th Century Studios:      | 4               | \$ 409,558,232          |
| • Angel Studios:             | 4               | \$ 219,664,985          |
| • AMC Theatres Distribution: | 2               | \$ 213,784,152          |
| • MGM:                       | 6               | \$ 198,893,105          |

#### 15.4 Theaters

There are 39,007 screens operating in indoor theaters in the U.S., a drop from 41,172 in 2019, according to *State of the Cinema Industry 2023*, by The Cinema Foundation ([www.thecinemafoundation.org](http://www.thecinemafoundation.org)). Digital 3-D screens account for 6.05% of the total.

The largest film distributors are as follows (source: The Cinema Foundation):

|                          | <b>Screens</b> | <b>Locations</b> |
|--------------------------|----------------|------------------|
| • AMC Entertainment:     | 7,712          | 591              |
| • Regal Cinemas:         | 6,474          | 478              |
| • Cinemark:              | 4,392          | 318              |
| • Marcus Theatres:       | 1,053          | 84               |
| • B & B Theatres:        | 529            | 57               |
| • Harkins Theatres:      | 487            | 33               |
| • Malco Theatres:        | 356            | 35               |
| • Emagine Entertainment: | 344            | 28               |
| • CMX Cinemas:           | 326            | 30               |

#### 15.5 Economic Impact

The production and distribution of films and television programs involves a nationwide network of tens of thousands of small businesses, the majority of which employ 10 people or fewer. Direct industry jobs generate \$53 billion in wages, and an average salary 42% higher than the national average. There are over 342,000 with jobs in the core business of producing, marketing, manufacturing, and distributing motion pictures and television shows. These are high quality jobs, with an average salary of \$84,000, 69% higher than the national average. Additionally, there are approximately 358,000 job in related businesses that distribute motion pictures and television shows to consumers.

According to the Motion Picture Association of America ([www.mpa.org](http://www.mpa.org)), employment and wages, by state, are as follows:

|                         | <b>Direct Jobs</b> | <b>Total Wages</b> | <b>Production-Related Jobs</b> |
|-------------------------|--------------------|--------------------|--------------------------------|
| • Alabama:              | 3,347              | \$ 165 million     | 1,022                          |
| • Alaska:               | 1,109              | \$ 30 million      | 118                            |
| • Arizona:              | 8,838              | \$ 340 million     | 1,857                          |
| • Arkansas:             | 1,413              | \$ 62 million      | 394                            |
| • California:           | 188,404            | \$18.10 billion    | 132,627                        |
| • Colorado:             | 10,424             | \$ 541 million     | 2,206                          |
| • Connecticut:          | 8,105              | \$ 978 million     | 3,243                          |
| • Delaware:             | 495                | \$ 16 million      | 205                            |
| • District of Columbia: | 4,154              | \$ 466 million     | 1,271                          |
| • Florida:              | 28,029             | \$ 1.61 billion    | 9,508                          |
| • Georgia:              | 24,161             | \$ 1.68 billion    | 9,291                          |
| • Hawaii:               | 2,659              | \$ 109 million     | 1,255                          |
| • Idaho:                | 2,078              | \$ 61 million      | 255                            |
| • Illinois:             | 20,346             | \$ 1.05 billion    | 6,756                          |
| • Indiana:              | 7,284              | \$ 231 million     | 1,661                          |
| • Iowa:                 | 3,633              | \$ 98 million      | 331                            |
| • Kansas:               | 3,494              | \$ 88 million      | 766                            |
| • Kentucky:             | 4,039              | \$ 130 million     | 646                            |
| • Louisiana:            | 11,469             | \$ 469 million     | 6,942                          |
| • Maine:                | 1,562              | \$ 51 million      | 251                            |
| • Maryland:             | 6,327              | \$ 617 million     | 2,985                          |
| • Massachusetts:        | 10,386             | \$ 561 million     | 3,927                          |
| • Michigan:             | 12,869             | \$ 517 million     | 4,149                          |
| • Minnesota:            | 7,648              | \$ 282 million     | 1,679                          |
| • Mississippi:          | 1,692              | \$ 61 million      | 229                            |
| • Missouri:             | 8,813              | \$ 335 million     | 1,697                          |
| • Montana:              | 1,616              | \$ 43 million      | 399                            |
| • Nebraska:             | 2,406              | \$ 110 million     | 399                            |
| • Nevada:               | 3,042              | \$ 153 million     | 1,752                          |
| • New Hampshire:        | 1,518              | \$ 78 million      | 602                            |
| • New Jersey:           | 12,728             | \$ 849 million     | 5,870                          |
| • New Mexico:           | 2,739              | \$ 140 million     | 2,032                          |
| • New York:             | 94,957             | \$ 9.95 billion    | 52,898                         |
| • North Carolina:       | 11,600             | \$ 576 million     | 3,029                          |
| • North Dakota:         | 1,167              | \$ 33 million      | 102                            |
| • Ohio:                 | 11,560             | \$ 437 million     | 2,930                          |
| • Oklahoma:             | 5,571              | \$ 208 million     | 1,341                          |
| • Oregon:               | 6,897              | \$ 256 million     | 2,708                          |
| • Pennsylvania:         | 14,213             | \$ 711 million     | 4,888                          |
| • Rhode Island:         | 1,171              | \$ 47 million      | 370                            |
| • South Carolina:       | 4,461              | \$ 144 million     | 1,131                          |
| • South Dakota:         | 1,284              | \$ 33 million      | 196                            |

|                  |        |                 |        |
|------------------|--------|-----------------|--------|
| • Tennessee:     | 12,210 | \$ 762 million  | 5,774  |
| • Texas:         | 38,993 | \$ 1.66 billion | 10,136 |
| • Utah:          | 6,249  | \$ 207 million  | 1,930  |
| • Vermont:       | 855    | \$ 29 million   | 182    |
| • Virginia:      | 12,584 | \$ 657 million  | 2,608  |
| • Washington:    | 8,545  | \$ 348 million  | 2,539  |
| • West Virginia: | 1,566  | \$ 48 million   | 206    |
| • Wisconsin:     | 6,637  | \$ 212 million  | 1,083  |
| • Wyoming:       | 280    | \$ 9 million    | 55     |

### 15.6 Market Resources

DEG: The Digital Entertainment Group, 11693 San Vicente Boulevard, Suite 116, Los Angeles, CA 90049. ([www.degonline.org](http://www.degonline.org))

Motion Picture Association of America, 1301 K Street NW, Suite 900E, Washington, DC 20005. (202) 293-1966. ([www.mpa.org](http://www.mpa.org))

Nash Information Services, 8200 Wilshire Blvd, Suite 200, Beverly Hills, CA 90211. ([www.nashinfoservices.com](http://www.nashinfoservices.com))

The Cinema Foundation, 3450 Cahuenga Boulevard West, Suite 410, Los Angeles, CA 90068. (818) 506-1778. ([www.thecinemapfoundation.org](http://www.thecinemapfoundation.org))