



2015 Bravo! Vail Season Boosts the Local Economy by \$18.7 Million

Vail, CO—Bravo! Vail Music Festival reported today that its 2015 Season brought an \$18.7 million direct economic impact to Eagle County. This sizeable impact signifies Bravo! Vail's continued and ever increasing importance to the economic vitality of Eagle County's summer tourism season.

The economic impact figure reflects over \$840,747 in sales tax revenue for all of the towns and Eagle County, while the balance of the \$18.7 million directly affected local businesses. The total economic impact figure includes direct local spending by over 43,000 Bravo! Vail ticketed concert attendees and 319 orchestra members and guest soloists. It is of note that the study only focused on paid concert attendees and orchestra players, and therefore represents a conservative estimate; an additional 9,026 attendees, and dozens of musicians, participated in free events hosted by Bravo! Vail this year.

In the Town of Vail alone, Bravo! Vail generated over \$9.5 million in direct economic impact. Of this spending, the town earned \$363,258 in tax revenue. Over \$3.4 million of the economic impact was spent on lodging which translates to over 9,800 room nights booked in Vail.

Adding to the direct economic impact figures is the associated enhanced sense of community Bravo! Vail generates. In addition to the popular ticketed orchestra and chamber music concerts, Bravo! Vail offers over 50 free community engagement and educational events throughout the season. During the 2015 Season, Bravo! Vail continued its free concert series at the Vail Interfaith Chapel which consisted of nine chamber ensemble performances open to the public. These concerts, held on Tuesdays and Thursdays, were often filled to capacity.

Andy Daly, Mayor of the Town of Vail, recently spoke about the continued partnership between Bravo! Vail and the community:

Our relationship is one that helps elevate Vail as a premier international mountain resort community [T]he results of our work together are shared by so many who live and visit our community. In addition, your fabulous offerings of education and community engagement programming for youth and adults gives accessibility and experiences to so many who might not ordinarily get such exposure [T]hank you for helping make Vail and the Gerald R. Ford Amphitheater a vibrant and spectacular place to live and visit.

The totality of Bravo! Vail's economic and cultural impact is immeasurable. The Festival attracts a significant number of concert-goers and orchestra members and their families to the Vail Valley each summer, raising the awareness of Vail as a summer tourist destination location and enhancing the local community through the power of music.

Bravo! Vail engaged Corona Insights, based in Denver, to implement and analyze the economic impact survey.

About Bravo! Vail

Hailed as one of the Top 10 "Can't Miss" Classical Music Festivals in the US by NPR, Bravo! Vail Music Festival brings world-renowned musicians to picturesque venues throughout Eagle County, Colorado, for six weeks each year, drawing music lovers from around the world. The only festival in North America to host four of the world's finest orchestras in a single season, Bravo! Vail celebrates its 29th season June 23 through August 6, 2016. The 2016 season features residencies by the Academy of St Martin in the Fields, Dallas Symphony Orchestra, The Philadelphia Orchestra, and the New York Philharmonic, with celebrated concerto artists plus a wide array of stellar chamber music performances. For more information about Bravo! Vail visit bravovail.org or call 970.827.5700.

Bravo! Vail By the Numbers:

Eagle County

Direct Economic Impact: \$18.7M

Tax Revenue: \$840K

Town of Vail

Direct Economic Impact: \$9.5M

Tax Revenue: \$363K

Lodging: \$3.4M or 9,000 room nights

Attendance

Paid Events: 43,907

Free and Education Events: 9,026

Number of Events

Ticketed Events: 30

Free Events: 38

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