

The Economic Benefits of AKC Dog Shows



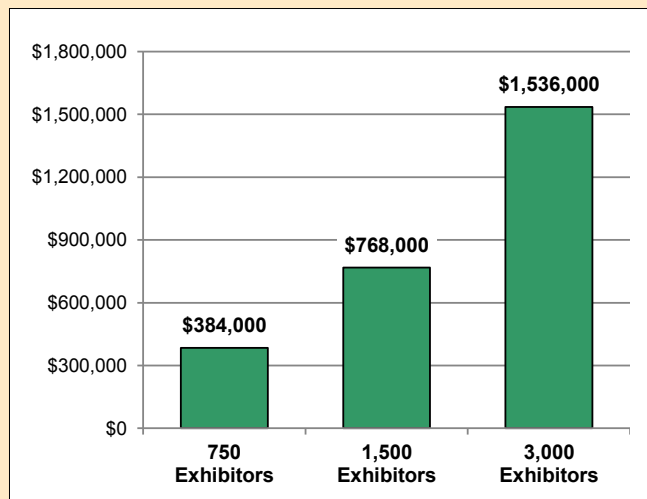
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GOALS OF THE STUDY

A research project was undertaken by the American Kennel Club® (AKC®) to assess the economic benefits of dog shows in communities where events are held.

The goal was to determine how much money dog show exhibitors spend locally while they are at a show. The results document the positive relationship between an AKC event and the host community.

Potential Local Economic Impact of AKC Dog Shows: \$1.5 million



Estimated exhibitor spending at a 2 to 4 day weekend of AKC dog shows.

AKC dog shows provide significant positive economic benefits to the host community.

- Exhibitors at AKC dog shows spend an average of \$512 per show weekend.
- Spending by AKC dog show exhibitors could inject more than \$1.5 million into the local community.
- The AKC licenses and sanctions more than 4,000 dog shows and more than 22,000 total events each year.

OVERALL RESULTS

- Respondents who exhibited in AKC dog shows spent an average of \$512 per multi-day event.
- Exhibitors who traveled the farthest spent the most money. The average amount spent by those who traveled more than 100 miles is \$622.
- In the past eight years, average spending by exhibitors at AKC dog shows increased by 60%.

ADDITIONAL SOURCES OF COMMUNITY REVENUE FROM AKC DOG SHOWS

In addition to exhibitor expenditures, communities benefit from local spending by the event-giving AKC clubs, which may include:

- Facility Rental and Related Fees
- Rental Equipment, Chairs, Tables
- On-site Security/EMT/Veterinarian
- Local Vendors and Concessions
- Lodging/Meals/Transport for Show Officials & Judges
- Catering
- Flowers
- Trophies
- Advertising

HOW DATA WAS OBTAINED

Questionnaires were sent to exhibitors who participated in multi-day AKC conformation dog shows held in different regions of the United States in 2012. Questions included how far exhibitors traveled, how long they stayed, and how much they spent on lodging, gasoline/fuel, meals, and other purchases and services while in the host community.



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