

**ROBBERS CAVE FALL FESTIVAL
2010 ECONOMIC IMPACT
(Data Source: 2000 festival visitor study)**

2010 the Robbers Cave Fall Festival attendance was 70,000 visitors. Attendance data derived from Robbers Cave State Park pneumatic impact traffic count (3 visitors @ vehicle), shuttle bus ridership and additional traffic count to overflow areas.

Extending data from the 2000 study would set non local visitors (non 745xx zip code) at 74% or 51,800. The previous study indicates that of the 70,000 visitors 14% or 9,800 individuals came to the festival from states other than Oklahoma.

Total direct spending by visitors within 30 miles of the site would be \$2,473,800.00.

The employment model for direct expenditures and business census data indicates that spending by visitors supported the equivalent employment of 30 annual full time jobs

*Average direct spending for Robbers Cave Fall Festival visitors
Source: 2000 Robbers Cave Fall Festival Economic Impact Study*

<i>Spending Category</i>	<i>Average Visitor Direct Expenditure</i>	<i>Direct Expenditure for 70,000 Visitors</i>
Transportation	\$7.66	\$536,300.00
Food & Beverage	\$7.22	\$505,400.00
Lodging	\$2.18	\$152,600.00
Retail Sales	\$15.48	\$1,083,600.00
Camping	\$1.76	\$123,200.00
Other	\$.50	\$35,000.00
<i>Total Direct Spending</i>	<i>\$35.34</i>	<i>\$2,473,800.00</i>