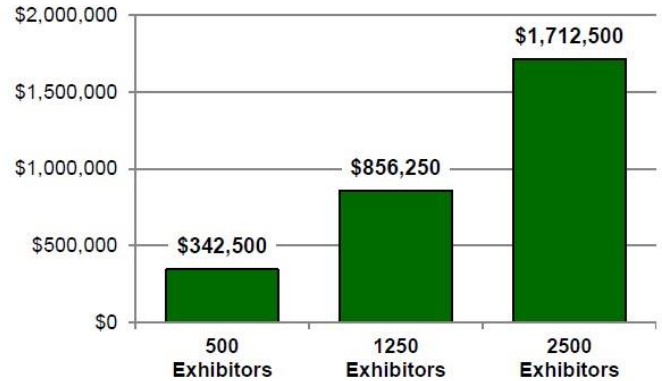


The Economic Benefits of AKC® Dog Events



Potential local economic impact of American Kennel Club dog events: **MORE THAN \$1.7 MILLION**

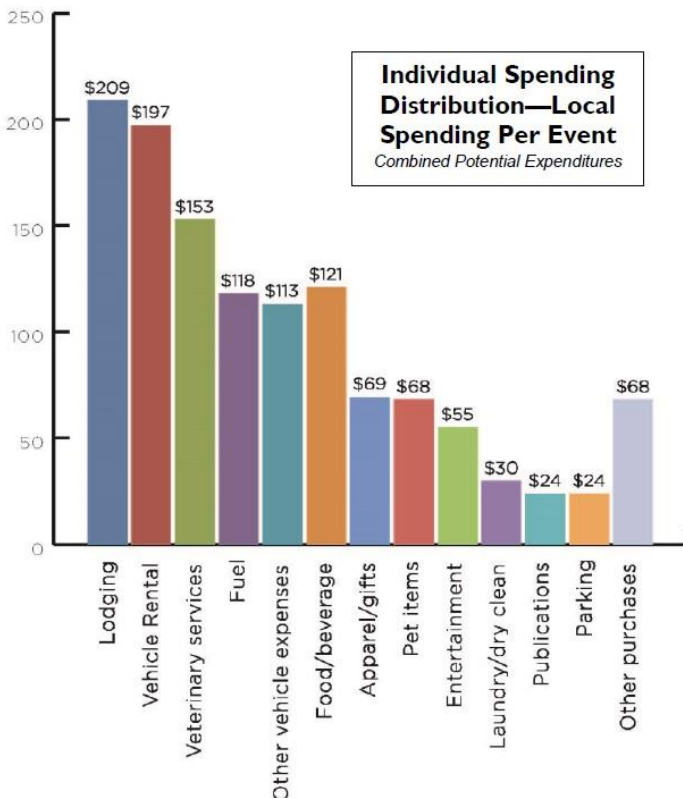


About the study:

Our goal was to identify spending in local communities by dog lovers who attend, participate in, and host American Kennel Club events. An online survey was sent to 84,000 event participants; more than 14,000 responded.

AKC dog events provide significant positive economic benefits to the host community:

- Participants spend an average of \$685 per event in communities hosting AKC dog events.
- Local spending by participants in an AKC event can inject more than \$1.7 million into the community.
- Most participants travel more than 100 miles to get to AKC events and spend at least two to three nights in the communities where events are held. More than half bring traveling companions with them.
- The AKC licenses and sanctions more than 22,000 events across the country every year, including dog shows, agility and obedience trials, performance events, and much more.
- AKC dog events are hosted by more than 5,000 clubs, which are not-for-profit volunteer organizations.
- Nationwide, AKC dog events have the potential to generate more than \$1.5 billion a year in local spending.



In addition to participant spending, communities benefit from spending by the event-giving club, which may include:

- Lodging, Meals, and Transport for Event Officials and Judges
- Facility Rental, Fees, Permits
- Rental Equipment, Tents, Chairs, Tables
- On-site Security, EMT, Veterinarian
- Local Vendors and Concessions
- Catering
- Flowers
- Trophies
- Advertising