



Press Release

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For immediate release

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2003 Twilight Festivals Bring in Record Revenue

Spending Estimates Top \$2.9 Million

Columbia— Following on the heels of record consumer spending during the June Twilight Festivals, the combined June and September figures reached an estimated \$2.9 million.

Retail Sales

Based on festival survey data collected both on-site and on-line, retail sales increased substantially in 2003 with an estimated of 41.4% attendees shopping, spending an average of \$60. June numbers indicated on 35% of attendees shopped. Based on this data, estimated spending on retail sales reached \$1,202,600 for the entire eight festivals.

Restaurant Sales

Restaurant sales increased as well for the year with an estimated 85.9% of attendees dining, spending an average of \$25. In June, only 65% of attendees surveyed dined out. Estimates based on this data put spending on dining at \$1,391,040.

Overnight Stays

Surveys indicate that 4.9% of attendees stayed overnight, a slight jump from June's 4%. Respondents spent an average of \$112. Based on this data, spending on overnight stays reached \$307,328.

All spending figures are based on conservative estimates of attendance of an average of 7,000 each night. (The Columbia Fire Department estimates that attendance reached 10,000 on several nights). Total attendance is estimated at 56,000 for the eight weeks.

The Twilight Festival is organized by the Downtown Columbia Associations and is now in its 13th year of operation. Last year it was named the "Best Statewide Special Event" by Governor Holden and the Missouri Department of Economic Development and received the "Downtown Excellence Award" from the Missouri Downtown Association.