



Convention & Visitors Bureau

News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

FOR IMMEDIATE RELEASE

CONTACT: Marie Rothhauser, 408.792.4125
mrothhauser@sanjose.org

AMERICAN MUSICAL THEATRE OF SAN JOSE'S 2002-2003 SEASON GENERATED \$9.4 MILLION IN CONSUMER SPENDING

Figure Demonstrates Economic Value of Cultural Arts on the City

SAN JOSE, CALIF. – September 9, 2003 – The San José Convention and Visitors Bureau (SJCVB) along with the American Musical Theatre of San Jose (AMTSJ), today announced that the 2002-2003 Season, which included successful performances of *Sound of Music*, *Miss Saigon* and *Mama Mia*, generated \$9.4 million in consumer spending. The amount of dollars produced by AMTSJ demonstrates the economic value the cultural arts have on the City of San José.

The cultural arts serve as an economic stimulus for the city, drawing people to the area and exposing them to other activities that may take place within the city. For example, during AMTSJ's 2002-2003 Season, attendees spent an average of \$76.40 each, which included ticket price, and other activities that complimented an evening at the theater such as dining, shopping, other entertainment, transportation, lodging and incidentals.

“The arts play a significant role in both the tourism industry and our local economy,” said Dan Fenton, president and CEO of the SJCVB. “The arts induce consumer spending, which supports our local merchants and keeps employees working. The economic value of the arts should be recognized as a substantial revenue generator for the city.”

To put these figures into perspective in terms of economic value, of the \$9.4 million, approximately \$1.7 million was spent on dining; \$448,000 on shopping; over \$117,000 was transportation related; \$111,324 went toward accommodations; \$137,000 was spent on other entertainment activities; and nearly \$167,000 went toward incidentals.

These figures were based on an intercept study conducted during performances of *Miss Saigon* in March 2003. The independent study was sponsored by the SJCVB, which focused on direct attendee spending while out for the performance.

“Cultural art events allure people into our city and help create a buzz,” said Stewart Slater, executive director of AMTSJ. “For local merchants, the opportunity is invaluable because many attendees will witness what else our city has to offer, and later, return with family and friends to experience more of San José's offerings.”

The Cultural Arts Increases San José's Exposure

The cultural arts not only drives consumer spending, but also increases San José's exposure to visitors. Approximately \$7.1 million was generated directly from out-of-town attendees, or more specifically, attendees who traveled 50-80 miles to San José.

"I welcome more art and cultural events to San Jose," said Armand Tiano, Jr., owner of Stratta Grill & Bar and 71 Saint Peter restaurants. "The level of activity and business that results from these events is encouraging because my employees increase their work hours by as much as 70% during major events. It's a winning opportunity for the city, local businesses, and arts groups."

The arts are an essential component to the visitor's overall downtown experience. The key to the development of downtown will require further research and understanding of visitor spending. In the early part of 2004, the SJCVB and AMTSJ will conduct a second study to continue measuring visitor spending habits.

About The American Musical Theatre of San Jose (AMTSJ)

American Musical Theatre of San Jose (AMTSJ) is one of California's oldest and largest producers of professional musical theater, bringing musical productions of the highest caliber to the Bay Area for nearly 70 years. In addition to presenting touring Broadway productions in cooperation with the Nederlander Organization of New York, AMTSJ also presents locally produced shows at the 2,600-seat Center for the Performing Arts in downtown San Jose. As a California based public-benefit corporation, AMTSJ enjoys a long-standing tradition of professional training activities for local musical theatre artists and vital community programs targeting youth, the deaf/hard-of-hearing and blind/low vision communities. For more information about the AMTSJ performances and activities, contact (408) 453-7100 by phone or via Web at <http://www.amtsj.org>.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

###