



Convention & Visitors Bureau

News Release

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14TH ANNUAL COMCAST SAN JOSÉ JAZZ FESTIVAL GENERATED MORE THAN \$9 MILLION IN ECONOMIC IMPACT

Festival Experienced 10 Percent Increase in Attendance

SAN JOSÉ, CALIF. – October 27, 2003 – The San José Convention and Visitors Bureau (SJCVB) along with the San José Jazz Society (www.sanjosejazz.org), today announced the economic impact of the 14th Annual Comcast San José Jazz Festival. The three-day festival, presented by Southwest Airlines, was held August 8-10, 2003, and generated more than nine million dollars in economic impact to the City of San José.

The Jazz Festival, which took place on nine stages in and around downtown San José's Plaza de Cesar Chavez Park, produced more than 600 room nights for local hotels. In addition, more than 165,000 attendees gathered in San José for the largest free, open-space jazz festival offered in the world, a 10 percent increase from last year's festival.

Additionally, the San José Jazz Society annually commissions an independent survey of Festival patrons. This survey is developed and implemented by scientists at the NASA/Ames research center. The 2003 survey results found that there was a statistically significant increase in the distance people traveled to attend the Festival versus 2002. The survey also found that the average annual family income of patrons increased to over \$90,000.

"The San José Jazz Festival attracts such a large and diverse audience from all over the world," said Steve Saperstein, general director of the San José Jazz Society. "What's most exciting about this year's numbers, is that in this time of arts funding cutbacks, we are still able to provide music and education programs throughout our community, thanks to the revenues generated from the Festival. It's especially rewarding to know that on top of the highly successful Festival, the downtown hotel, restaurants and retail businesses prospered greatly thanks to this Festival."

In an effort to drive economic stimulus to the downtown area, the San José Jazz Society made several changes to its festival program. Following the performances, festival goers had an opportunity to extend their music experience with several events held throughout downtown including Jazz After Dark and 18 Hour Jam.

"More and more people extended their stay in San José thanks to the great after hour jazz activities the Festival offered," said Dan Fenton, president and chief executive officer of the

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SJCVB. "Businesses all over downtown and especially in and around San Pedro Street greatly benefited from the Festival."

About the San José Jazz Society

The Comcast San José Jazz Festival and Jazz Goes to College are one of many initiatives offered by the San José Jazz Society, a non-profit organization with a mission of celebrating jazz through performance and education in order to enrich and improve the lives of people in Silicon Valley. The San José Jazz Society focuses on education and outreach programs, including in-school programs that teach 10,000 school children a year about jazz and innovation while also delivering an anti-tobacco message. For more information on the San José Jazz Society, call 408-288-7557 or visit www.sanjosejazz.org.

About The San José Convention and Visitors Bureau (SJCVB)

The San José Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José 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 José, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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