



# What is Waterfowl Festival's Annual ECONOMIC AND CULTURAL IMPACT on Talbot County?

Data source: Waterfowl Festival and 2019 Analysis by Rockport Analytics

## ECONOMIC IMPACT

# \$2,600,000

Total Economic Impact



6,833 visitors traveled more than 50 miles

\$3,000,000 spent in county

74¢ of every \$1 spent stayed in the county

# 2019

## TAXES GENERATED



\$787,000 in tax receipts



\$429,000 in state or local tax receipts

## VISITOR SPENDING



# 32%

of spending was on shopping (12% above average)



# 50%+

of county lodging income in November comes from Festival guests



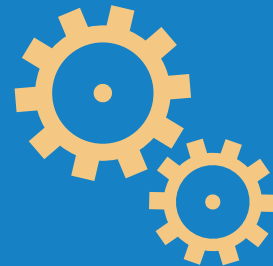
# \$421

spent on their trip to WF

6 of 10 visitors stay overnight

57% stay in Easton

## JOBS SUPPORTED



# 48

 local jobs

# \$1,600,000

 in wages generated

## WHAT GUESTS THINK

# 99%

plan to visit Talbot County again



# 89%

satisfied or very satisfied

83% of local residents say Festival is important to local economy

70% say food & beverage is important

63% say Fine Arts are important

50%+ love the dog related experiences

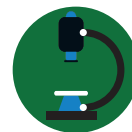
## WF GRANTS



# \$4,000,000

 habitat conservation

# \$1,200,000+

 education

# \$26,000

 wildlife research initiatives

SINCE 1971 WF HAS GIVEN:

2019 Waterfowl Festival drew **15,120** people to Easton



*Save the date for  
next year's Festival*



*The first Festival  
of the next 50 years!*

## **WATERFOWL FESTIVAL**

**NOVEMBER 12-14, 2021**



Waterfowl Chesapeake connects financial resources to environmental needs and engages people and communities about the value of waterfowl and their habitats.

[WaterfowlChesapeake.org](http://WaterfowlChesapeake.org)



Waterfowl Festival Inc. is a non profit, 501 (c)(3) organization dedicated to wildlife conservation, the promotion of wildlife art and the celebration of life on Maryland's Eastern Shore.

[WaterfowlFestival.org](http://WaterfowlFestival.org)