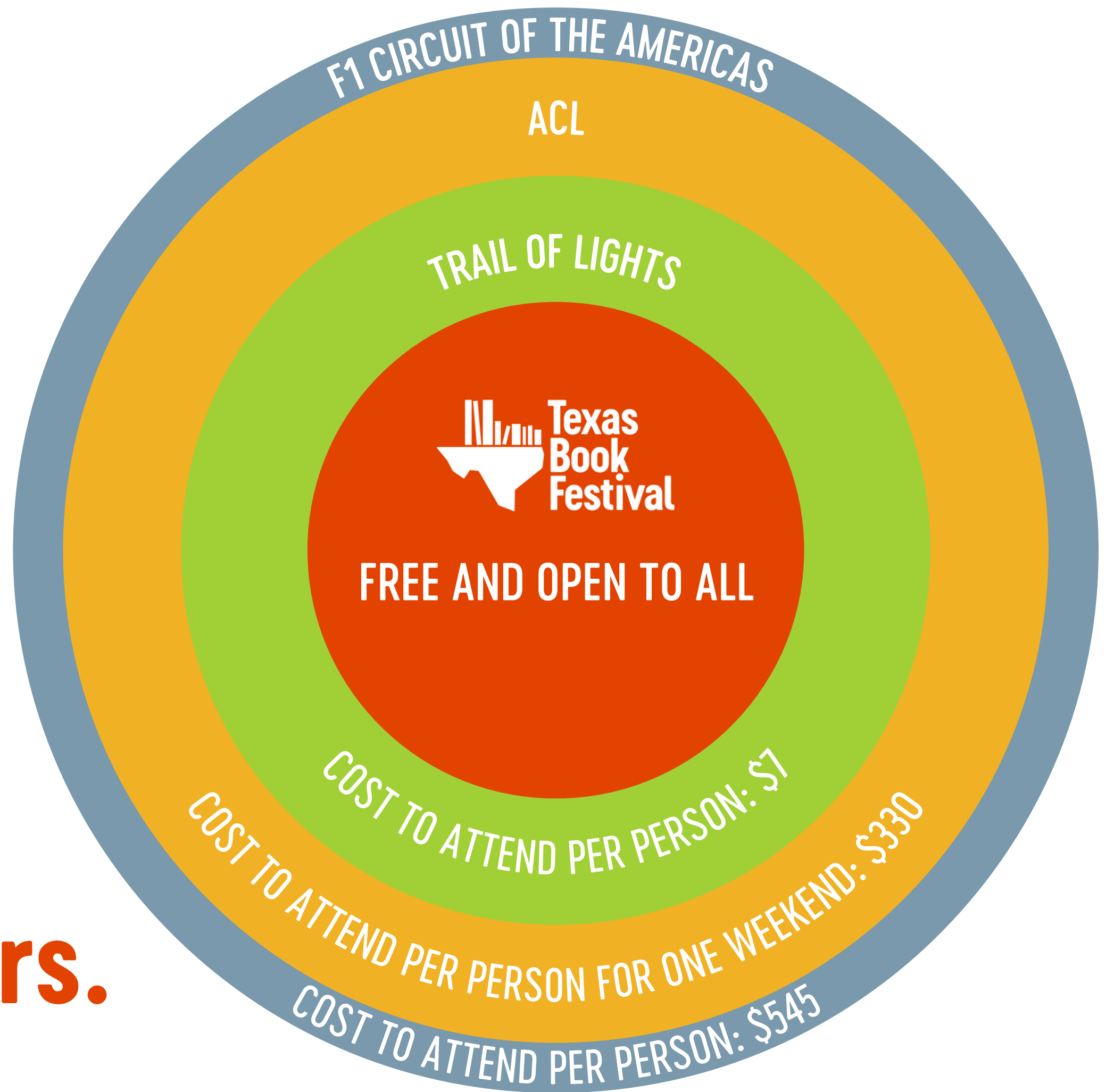




# Economic Impact Report

An analysis of the economic impact of the 2023 annual Texas Book Festival

**Committed to providing free, accessible programming for Austin and its visitors for 29 years.**



# 2023 Texas Book Festival at a glance

**40,000**  
**attendees**

**79**

small business  
vendors and  
food trucks

**4** Pulitzer Prizes  
Prize Winners

**4** National Book Award  
winning authors

**12** New York Times 2023  
Notable Book recipients

**330**

**Authors**

**20**

state-wide  
media partners

# Executive Summary

Held every fall since 1996, the annual Texas Book Festival produces a free community gathering to celebrate literature, featuring over 300 authors in a two day event and welcoming over 40,000 attendees from across the state and beyond.

Below are the compiled totals of the economic impact of the 2023 Festival categorized by direct, indirect and induced economic impact.

## Direct Impact

**\$1,921,000**

This total includes all direct payout to local businesses, such as vendors, venues, catering and hotels as well as local contractors and personell hired to fulfill all the needs required for the Festival and Texas Book Festival Programs

## Indirect Impact

**\$393,500**

This total includes all profit made by food and small-to-medium business and vendors hosted at the annual Festival as well as profits made by local, independent bookseller BookPeople.

## Induced Impact

**\$1,193,458**

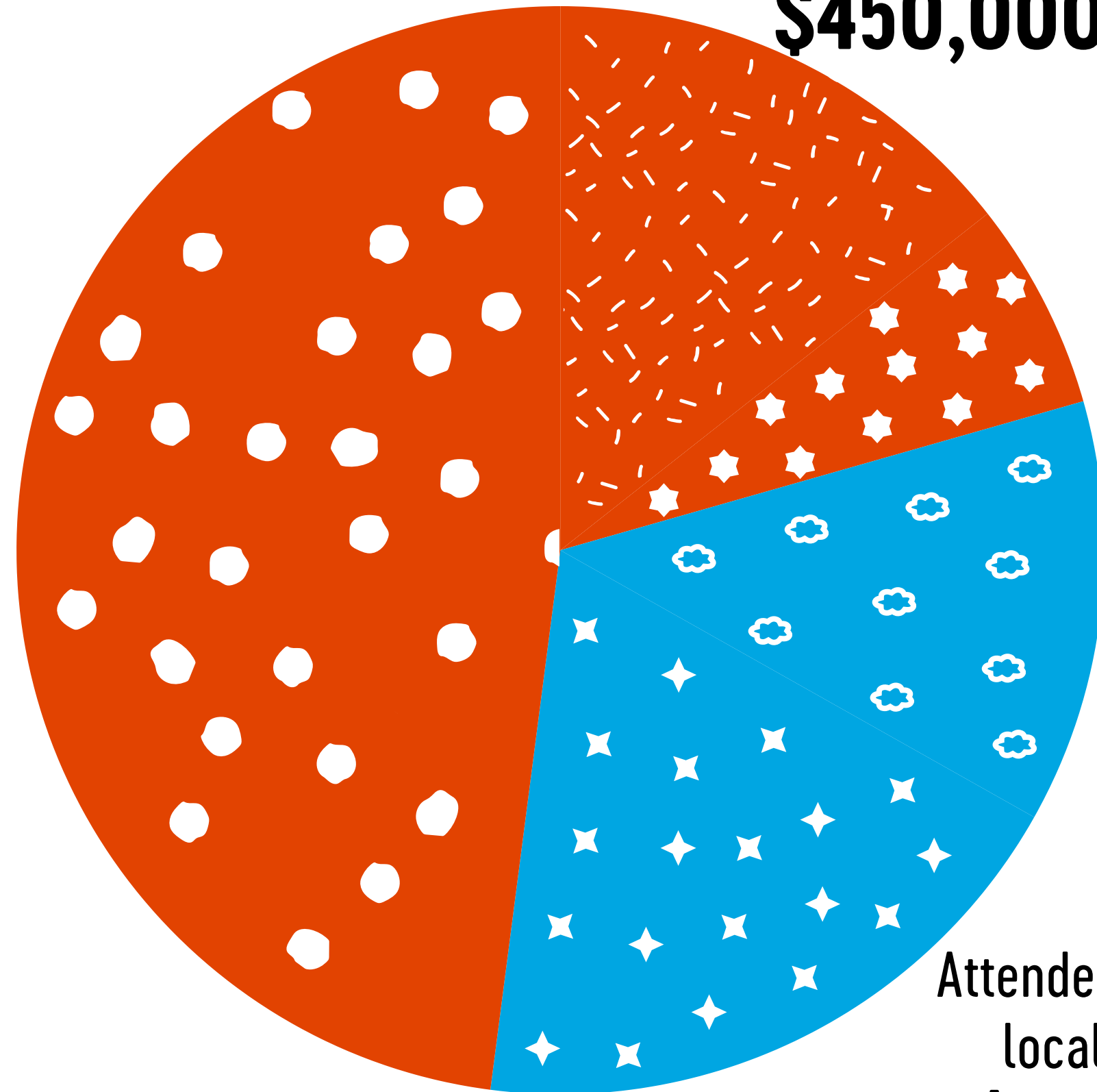
Calculated utilizing the Americans for the Arts' estimate of the amount of money spent by attendees per event in similarly populated communities.  
\*Arts & Economic Prosperity Calculator

**Total Impact of \$3,508,050**

# Economic Impact Breakdown

TBF's Statewide, Mission-Focused Expenses  
**\$1,277,000**

**Total Impact:**  
**\$3,508,050**



TBF's Festival Production  
**\$450,000**

TBF's Investment in local Hotels/Businesses  
**\$194,000**

Earnings made by hosted, local businesses  
**\$393,592**

Attendee spending in local economy  
**\$1,193,458**

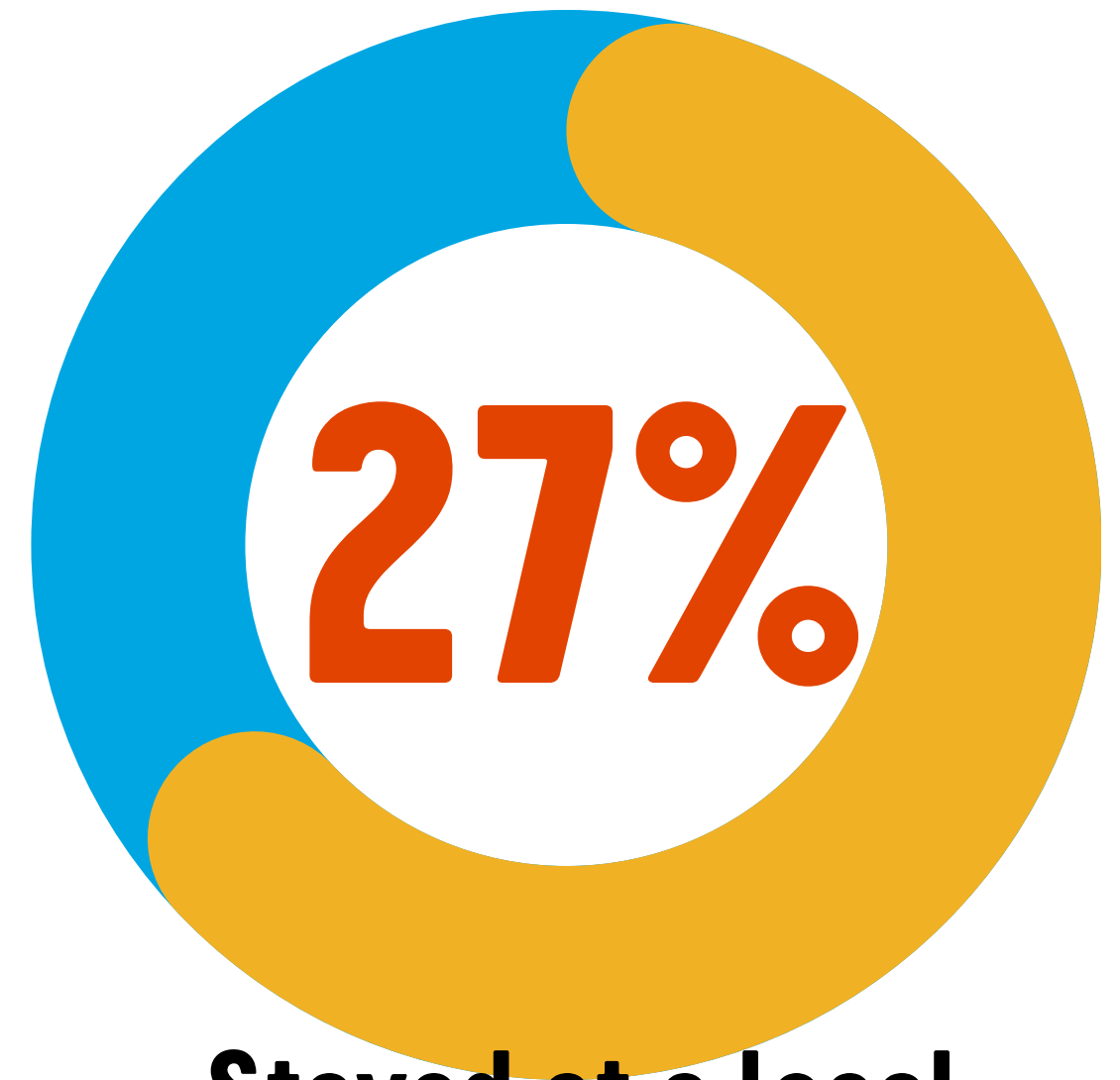
# Of our **40,000** attendees...



**9** out of **10** dined at a local restaurant



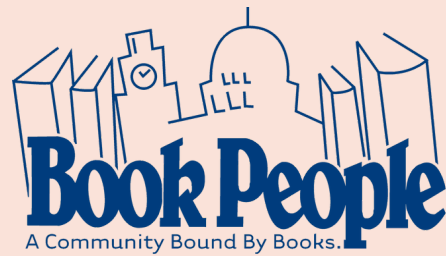
**1** in **5** utilized taxis or rideshares



**Stayed at a local  
hotel/motel or  
third-party lodging**



# Media Partners



# Corporate Partners



**Thank you City of Austin for your support.  
We can't do it without you!**

