

## Other Factors that Contribute to Increased Revenues

- AKC registers nearly 1 million dogs per year and is a not-for-profit corporation.
- 44 million American households own dogs, which translates to 74 million dogs owned in the US.
- AKC sanctions and licenses more than 16,000 events annually.
- More and more AKC dog shows are being televised every year, adding to increased attendance and spending in host communities.
- Money spent by exhibitors' traveling companions – 74% of dog show participants travel with at least one companion.
- Over the past 12 years, dog owners have increased their dog show spending by 138% and spend an average of \$320 over a dog show weekend.
- Dog owners who travel the farthest to a dog show spend the most money. The average amount spent by someone who traveled more than 100 miles for a weekend dog show is \$337.

**CONCLUSION: A weekend dog show could inject as much as \$1,075,000 into your local community.**

## American Kennel Club® Mission Statement

The American Kennel Club is dedicated to upholding the integrity of its Registry, promoting the sport of purebred dogs and breeding for type and function. Founded in 1884, the AKC and its affiliated organizations advocate for the purebred dog as a family companion, advance canine health and well-being, work to protect the rights of all dog owners and promote responsible dog ownership.



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**If you would like more information,  
please contact:**

American Kennel Club  
8051 Arco Corporate Drive  
Suite 100  
Raleigh, NC 27617

Customer Service  
M-F 8:30am-5:00pm (EST)  
(919) 233-9767  
info@akc.org

Visit us online at [www.akc.org](http://www.akc.org)



# The Economic Benefits of AKC® Dog Shows



## ADDITIONAL SOURCES OF COMMUNITY REVENUE

- FACILITY RENTAL AND RELATED FEES
- TENT RENTAL
- CATERED MEALS
- FLOWERS
- LOCAL ADVERTISING
- RENTALS (CHAIRS, TABLES, LINENS)
- TROPHIES
- LOCAL AMBULANCE/EMT/VETERINARIAN
- LOCAL VENDORS AND CONCESSIONS

A Look at the Benefits Dog Shows Bring to the Local Community



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## Goals of the Study

A research project was undertaken by the American Kennel Club to assess the economic impact of dog shows on local communities. The goal was to determine how much money dog show participants spend locally while they are at a show. This document illustrates the positive relationship between an AKC dog event and the host community.

## How Data Was Obtained

Questionnaires were sent to participants in dog shows in different regions of the country. Some of the questions included:

- How far participants traveled
- How long they stayed
- Where they stayed
- How much they spent on room/board
- How much they spent on gas, meals and other travel expenses



## Overall Results

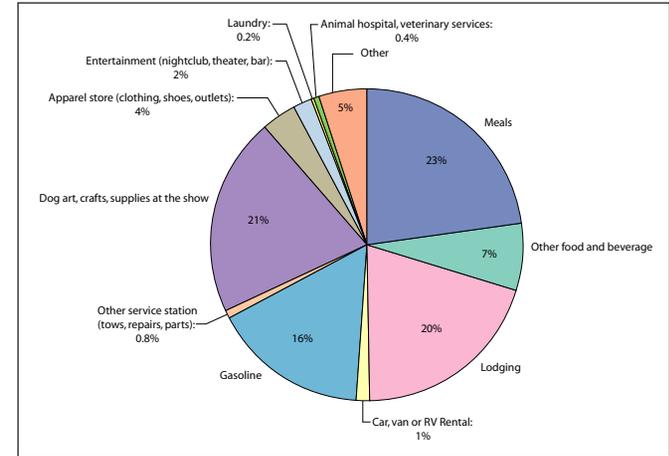
- AKC dog shows made a major economic contribution to each host community.
- 1,866 respondents who attended the shows surveyed spent an average of \$320 per respondent.
- Purebred dog fanciers spend over \$330 million per year at AKC dog shows nationwide.

**CONCLUSION: A dog show will provide a significant positive economic benefit to the host community.**

## Analysis of Spending

### Participant Spending Distribution

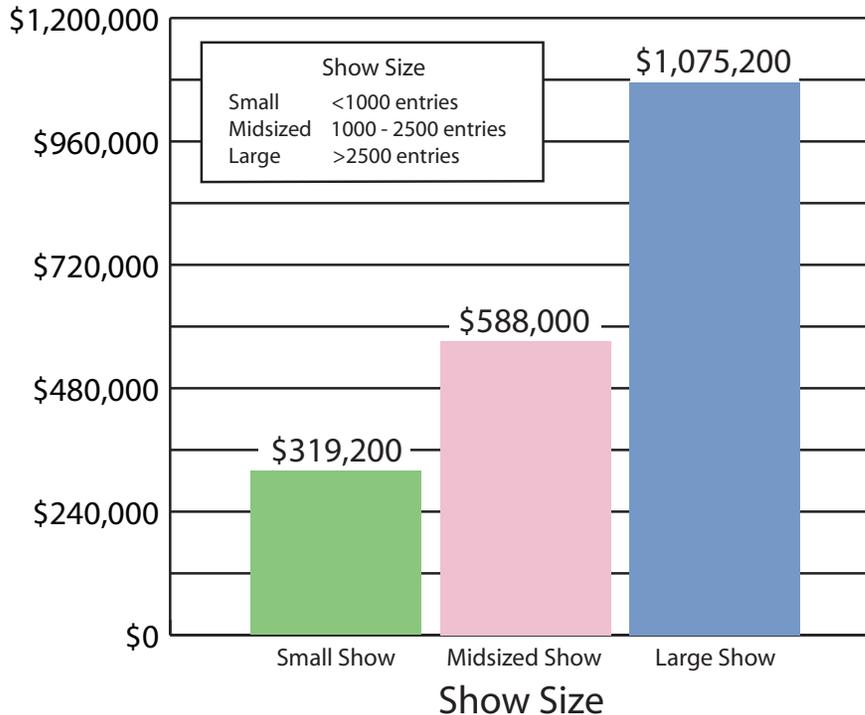
(Combined expenditures)



## Show Contributions to the Community

### Economic Impact of Dog Shows on Host Communities

(Estimated total revenue – based on three-day clusters of shows)



**CONCLUSION: Dog shows are annual, dependable sources of revenue for communities.**



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