

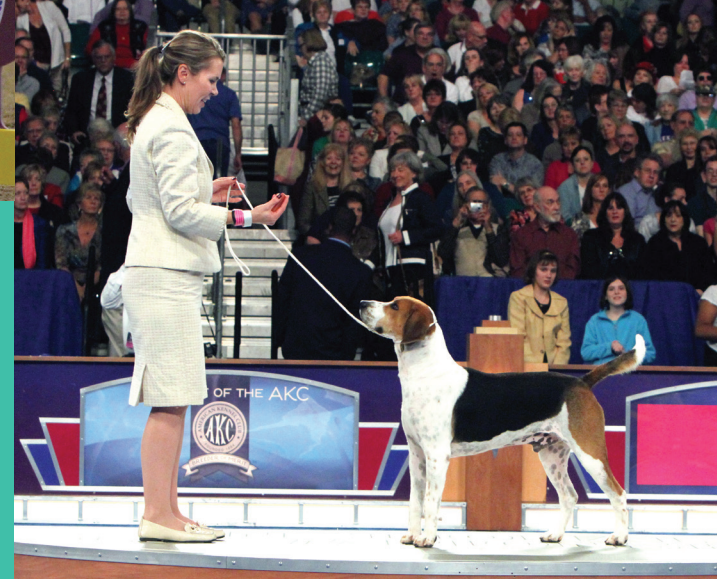
Other Factors that Drive Revenue

- 54 million American households own dogs, and 78 million dogs are owned in the U.S.
- The American Kennel Club is a not-for-profit corporation that registers dogs and litters, licenses events, inspects breeding kennels and educates the public about responsible dog ownership. Millions of U.S. households own AKC-registered dogs.
- The AKC licenses and sanctions more than 22,000 events across the country every year, including dog shows, agility and obedience trials, performance events and much more.
- Most participants travel more than 100 miles to get to AKC events and spend at least two to three nights in the communities where events are held. More than half bring traveling companions with them on these trips.
- In the past ten years, individual spending at dog events has doubled. Dog owners spend an average of \$685 per trip in communities hosting AKC dog events.
- AKC dog events are hosted by more than 5,000 clubs, which are not-for-profit volunteer organizations; a club spends an average of \$9,000 per event in the host community.

Conclusion: A weekend dog event could generate as much as \$1,575,000 for your community.

Additional sources of community revenue

- Facility rental, fees and permits
- Tent, chairs, tables, linen rentals
- Catering
- Insurance
- Trophies
- Local advertising and media
- Veterinarians, EMTs, ambulance services
- Local vendors, concessions and artisans



AKC 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.

FOR MORE INFORMATION CONTACT

AMERICAN KENNEL CLUB
8051 Arco Corporate Drive
Raleigh, North Carolina 27617

AMERICAN KENNEL CLUB
260 Madison Ave
New York, New York 10016

919-233-9767
info@akc.org
www.akc.org



The Economic Benefits of AKC® Dog Events

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



Overall Results

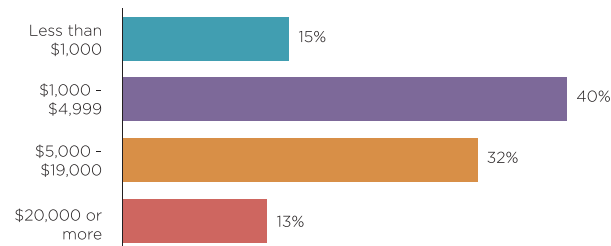
AKC dog events make a significant economic contribution in all regions of the U.S.

Each AKC event participant on average spends more than \$8,000 a year in the communities where dog events are held.

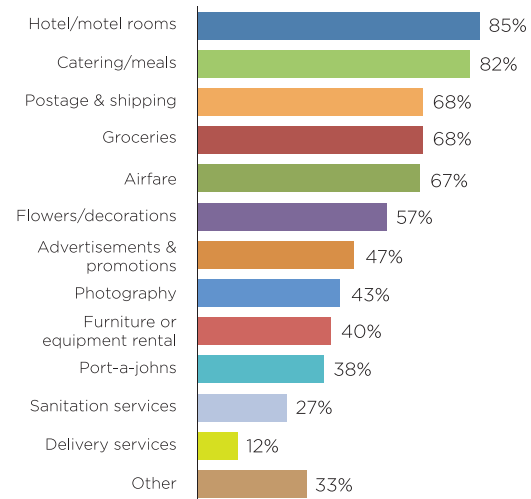
AKC dog events have the potential to generate more than \$1.5 billion dollars a year cumulatively in local spending.

Conclusion: AKC dog events make a positive impact on our local and regional economies.

Spending by AKC Clubs in Communities Where Events Are Held



How AKC Clubs Spend Money Locally



Goals of the Study

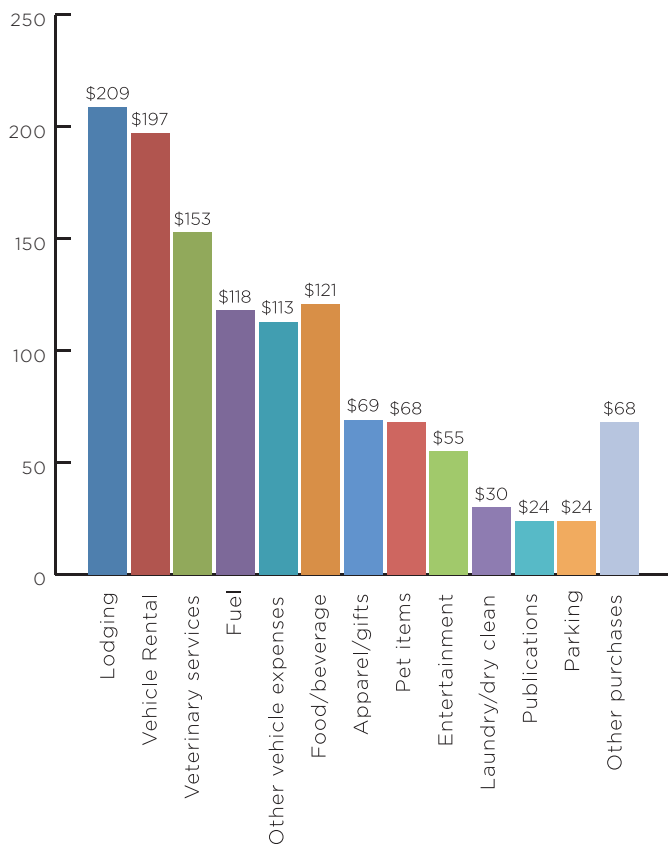
The American Kennel Club created a survey to assess spending on AKC dog events in all regions of the country. Our goal was to identify spending in local communities by dog lovers who attend, participate in and host AKC events nationwide all year long.

How Data Was Obtained

The AKC sent an online survey to 84,000 of its event participants. More than 14,000 of them responded to questions about their local spending on AKC dog events of all kinds. They were asked questions about:

- How far they traveled
- Where and how long they stayed
- How much they spent on accommodations, meals, shopping and more
- How many people they brought with them
- How much AKC clubs spent to hold an event
- How many people they hired

Local Spending Per Trip Individual Spending Distribution (Combined potential expenditures)



Economic Contributions by Regions AKC Events Can Generate Significant Spending by Event Participation and Hosts

