



The Economic Benefits of AKC® Dog Events



Potential local economic impact of AKC Dog events is **MORE THAN \$2.15 Million**



Participants spend an average of **\$982 per event** in communities hosting AKC dog events.



AKC sanctions more than **22,000 events** across the country every year.

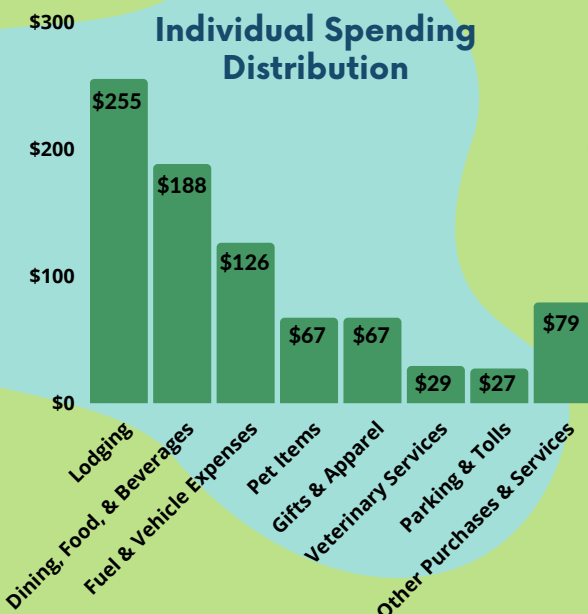
Local Spending Per Participants

Surveys demonstrate that exhibitors at AKC conformation dog shows spend an average of **\$982 per show weekend**. This means spending by AKC dog show exhibitors for a show weekend could inject more than **\$2.15 million*** into the local economy. Most participants travel more than 100 miles to get to AKC events and spend at least two to three nights in the community.

The AKC sanctions more than **22,000 events across the country every year**, including dog shows, agility and obedience trials, performance events, and much more.



Individual Spending Distribution



In addition to participant spending, communities benefit from spending by the event-giving club, which may include:

- Facility Rental, Fees, Permits
- Catering
- Rental Equipment, Tents, Chairs, Tables
- Flowers
- On-site Security, EMT, Veterinarian
- Trophies
- Local Vendors and Concessions
- Advertising



About the Study

Our goal was to identify spending in local communities by dog lovers who attend, participate in, and host American Kennel Club events. A survey was distributed in 2021 to participants in conformation shows held throughout the US. *The official tourism association for Orlando, FL, estimated the 2019 AKC National Championship Dog Show generated \$64 million in economic impact.