

The Economic Benefits of a National Specialty Dog Show



Potential Local economic impact of independently-held national specialties is **MORE THAN \$2.15 Million**



Participants spend an average of **\$2,522 per event** in communities hosting national specialties

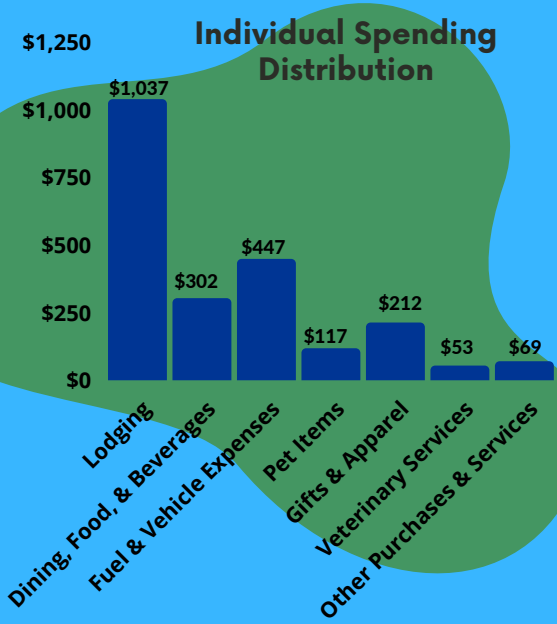


AKC sanctions more than **22,000 events** across the country every year.

Local Spending Per Participant

Surveys demonstrate that exhibitors spend an average of **\$2,522 at national specialties**. Specialty shows are events limited to a single breed or the varieties of one breed. This means spending by AKC dog show exhibitors for an independently-held national specialty could inject more than **\$2.15 million* into the local economy**. Most participants travel more than 500 miles to get to national specialties and spend at least six nights in the host community.

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



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 national specialties. Surveys were distributed in 2022 to participants in select national specialties held throughout the US. National specialties vary in size and may be held in conjunction with other AKC-sanctioned events. The information presented here applies to independently-held events (i.e., not held in conjunction with other events). Submit a request for event- or location-specific information at doglaw@akc.org.