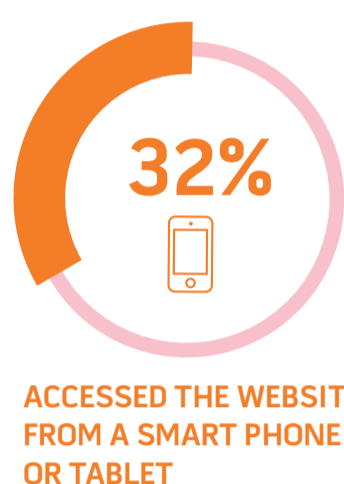




2015 ECONOMIC IMPACT

GOAL: Tulip Time seeks to continue its reach across generations and amongst local residents and tourists, all in an effort to preserve the celebration of local Dutch heritage and to showcase our dynamic community and its spectacular tulips.

VISITOR PLANNING TOOLS



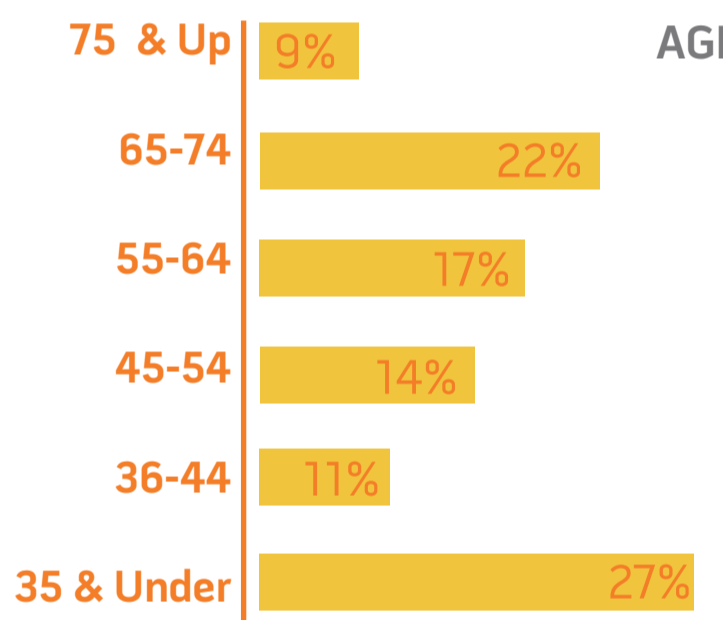
1.9M
website page views

The site proved to be helpful and informative, each visitor averaging 3.59 PAGE VIEWS DURING THEIR VISIT.

25,000+
Facebook followers

Tulip Time 2015 provided more than events—it was an experience and a growing community.

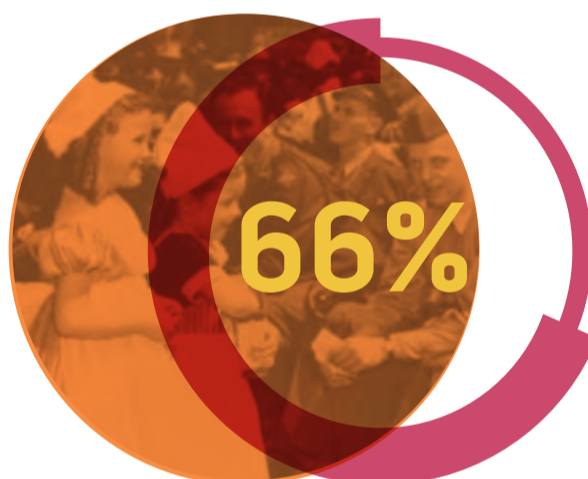
500,000
Estimated overall attendance



AGE OF ATTENDEES

The energy of the festival resulted in 69% OF ATTENDEES FROM A PRE-RETIREMENT DEMOGRAPHIC.

\$78K
ATTENDEES' AVERAGE INCOME



MOST POPULAR TULIP TIME EVENTS



Dutch Dance



Parades



Art & Craft Fair



Fireworks

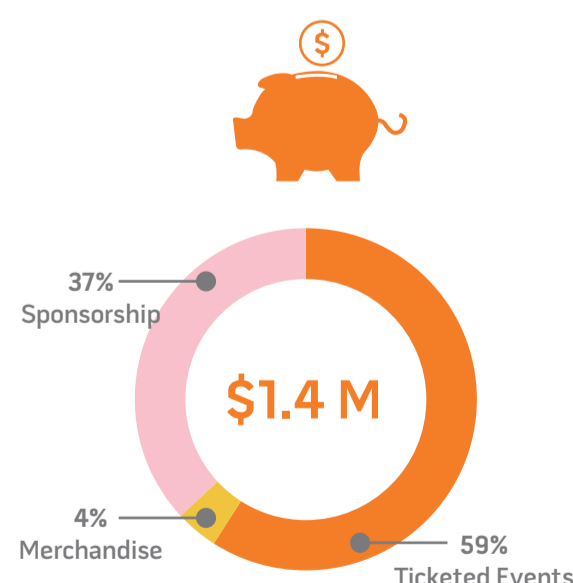


Trolley Tours

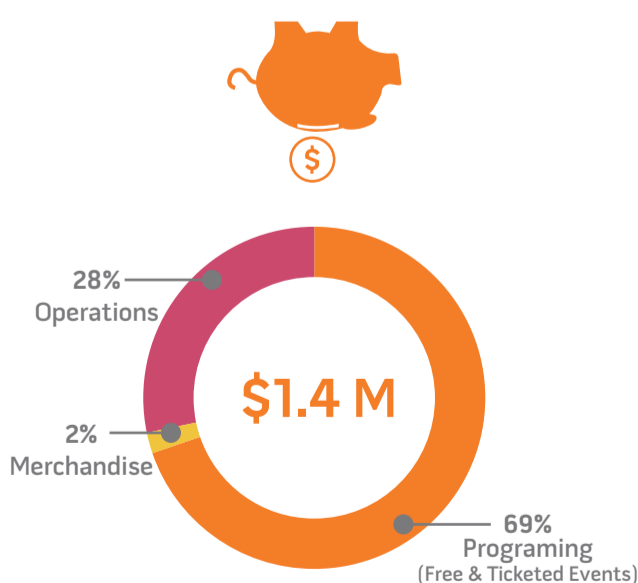


Ticketed Events & Shows

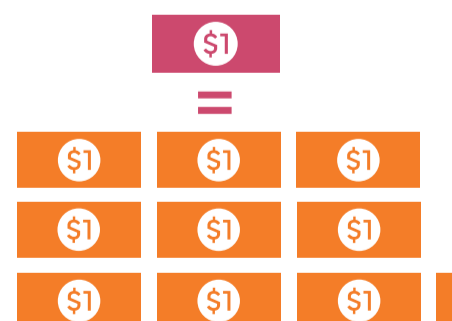
TULIP TIME FUNDING



TULIP TIME SPENDING



For every \$1 invested in sponsorship Tulip Time generates \$9.20 in local economic impact.



TULIP TIME GAVE BACK

\$89,000

TO OVER 20 COMMUNITY AND NON-PROFIT GROUPS that provide entertainment and services.

\$12.9
MILLION

in LOCAL REVENUE was generated thanks to new economic activity in Holland during Tulip Time 2015.

