

Overview

This document outlines the data, sources, and methodology used to depict the negative impacts caused by the event industry in the United States. Although many efforts over the past two decades, minimal data is collected or reported on the environmental impact of these events.

United States Event Industry Environmental Impact Methodology

We created an accurate picture of the entire industry's impacts using key events, specific case studies, and primary data. We referenced key studies in each event category: sports, music festivals, concerts, zoos, aquariums, museums, cultural festivals, conventions, and marathons. Through this data, we scaled down the case studies to create a model of impacts for carbon and waste on a per person per day (PPPD) basis. We then scaled the PPPD numbers to represent the market size within the United States. We aggregated data across all categories to create estimates of the overall carbon and waste produced.

Impacts Per Person Per Day by Event Category Scaled to The Entire Market

Aggregated per person per day impacts with waste and carbon based on key case studies with each event category. We took the per person per day levels and scaled them to represent the total audience size:

Event Category	Annual Audience	Waste (LBS) /PPPD	Carbon (LBS) /PPPD	Aggregated Waste (LBS)	Aggregated Carbon (LBS)
Music Festival	32,000,000	3.53	121.47	112,960,000	3,887,040,000
Marathon	5,500,000	3.53	121.47	19,415,000	668,085,000
Cultural Festival	102,000,000	3.53	121.47	360,060,000	12,389,940,000
Professional Sports	142,118,904	0.62	132.2772	88,113,720	18,799,090,688
College Sports	78,000,000	0.62	132.2772	48,360,000	10,317,621,600
Zoo/Aquarium	181,000,000	0.62	132.2772	112,220,000	23,942,173,200
Museum	71,000,000	0.62	132.2772	44,020,000	9,391,681,200
Concerts	116,000,000	0.62	132.2772	71,920,000	15,344,155,200
Conventions	40,000,000	0.62	132.2772	24,800,000	5,291,088,000
Total	767,618,904	1.59	128.67	881,868,720	100,030,874,888

United States Event Industry Expenditure

Aggregated spending across all live events in the United States where data was available:

Category	Spending
Corporate Brands	\$ 62,290,000,000
Consumers	\$ 19,190,472,600
Event Organizers	\$ 10,000,000,000
Total Spending	\$ 91,480,472,600

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Assumptions:

We made a few key assumptions listed below to supplement our data and research.

- On average, 1 plastic water bottle used per 1 event attendee per event
- On average, 1.2 lbs of food (avg. meal weight) per 1 event attendee per event
- On average, 1 event attendee will spend ~\$25 throughout an event experience