2019 Guest Profile

21,000 TOTAL GUESTS

TYPICAL MARKET GUEST

LOCAL ECONOMIC IMPACT: $9,382,134

61.4% LIVES IN NM

79.8% FEMALE

62.5 yrs. old

50.9% MASTER’S DEGREE+

46.8% HOUSEHOLD INCOME OF $100K+

60.8% PLAN TO ATTEND IFAM 2020

OUT-OF-STATE GUEST 38% OF TOTAL GUESTS

27.3% FROM TX, CA OR CO

54.1% STAYS 6 NIGHTS IN SANTA FE HOTEL, MOTEL OR B&B

SPENDS $713 ON LODGING

65.4% CAME TO SANTA FE SPECIFICALLY TO ATTEND IFAM

SPENDS $2,935 IN ADDITION TO THE MARKET (INCLUDING LODGING)

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2019 Guest Profile

MARKET GUEST SPENDING DURING MARKET WEEK

<table>
<thead>
<tr>
<th>Category</th>
<th>Local Guest</th>
<th>Visiting Guest</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals</td>
<td>$69</td>
<td>$331</td>
<td>$1,461,907</td>
</tr>
<tr>
<td>Transportation</td>
<td>$22</td>
<td>$231</td>
<td>$917,168</td>
</tr>
<tr>
<td>Entertainment &amp; Attractions</td>
<td>$13</td>
<td>$89</td>
<td>$374,138</td>
</tr>
<tr>
<td>Shopping</td>
<td>$208</td>
<td>$713</td>
<td>$3,388,757</td>
</tr>
<tr>
<td>Lodging</td>
<td>N/A</td>
<td>$713</td>
<td>$4,494,400</td>
</tr>
<tr>
<td>Market Purchases</td>
<td>$662</td>
<td>$857</td>
<td>$3,100,000</td>
</tr>
</tbody>
</table>

MARKET GUEST MUSEUM + ATTRACTION ATTENDANCE & SHOPPING

- Museum of International Folk Art: 34.2% visited, 16.3% shopped
- Museum of International Arts & Culture: 14.7% visited, 6.7% shopped
- Santa Fe Botanical Gardens: 9.3% visited, 2.9% shopped
- Wheelwright Museum: 8.3% visited, 2.9% shopped
- Museum of Spanish Colonial Arts: 6.4% visited, 1.6% shopped

IFAM Volunteers

- Total Volunteers: 2,026
- 80.8% from NM
- 39 states
- 45 countries
- Ages: 12-94

Spend $416,694 at IFAM

Photo: Kitty Leckenby

INTERNATIONAL FOLK ART MARKET CENTER

620 CERRILLOS ROAD | SANTA FE, NM 87505 | 505.992.7600 | FOLKARTMARKET.ORG