



**Addison Oktoberfest Update**

**December 12, 2023**

WHAT WAS NEUE

ADDISON

**KIDSGARTEN** *FEATURING A*  
**ROOT BIERGARTEN**

**SUNDAY HUND-DAY**

**PARTYPLATZ** *FEATURING*  
**SILENT DISCO + RETRO ARCADE**

**CUSTOM STEIN!**



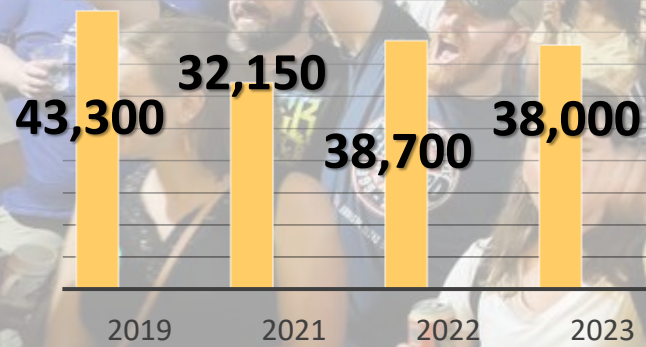
# ATTENDANCE

ADDISON

**38,000 / 300**  
HUMANS / PUPS

**THURSDAY: 4,000**  
**FRIDAY: 6,200**  
**SATURDAY: 18,500**  
**SUNDAY: 9,300**

## ATTENDANCE HISTORY



# PARTYHALLE DECK TABLES

ADDISON

**SOLD OUT**

THURS | FRI | SAT



## PARTYHALLE DECK TABLE

- Admission for 8 (*Friday/Saturday*)
- Private Bar
- 8 Commemorative Steins
- 8 Paulaner Biers
- 8 Commemorative Lapel Pins

**50+**

BIER MAIDEN  
COMPETITORS

**4:44**

MASSKRUG RECORD

**90**

MINI MASSKRUG  
COMPETITORS

**30+**

BIER BARREL ROLLING  
COMPETITORS

**280+**

MASSKRUG  
COMPETITORS

**500+**

BIERGARTEN BINGO  
COMPETITORS

**100+**

DACHSHUND  
COMPETITORS



# HOTEL PAKETS

ADDISON

65%

AVERAGE OCCUPANCY

THURSDAY: 66%

FRIDAY: 70%

SATURDAY: 72%

SUNDAY: 53%

## HOTEL PAKET

- 2 single-day admission tickets
- 2 Paulaner beers
- 2 commemorative lapel pins
- 2 commemorative .5L steins

431

PACKAGES REDEEMED



# MARKETING

ADDISON

**30%**

INCREASE YOY –  
PURCHASE TICKET BUTTON

**73%**

COMPLETION RATE – VIDEO

**93%**

COMPLETION RATE – AUDIO  
(SPOTIFY, PANDORA + LOCAL  
STATIONS)

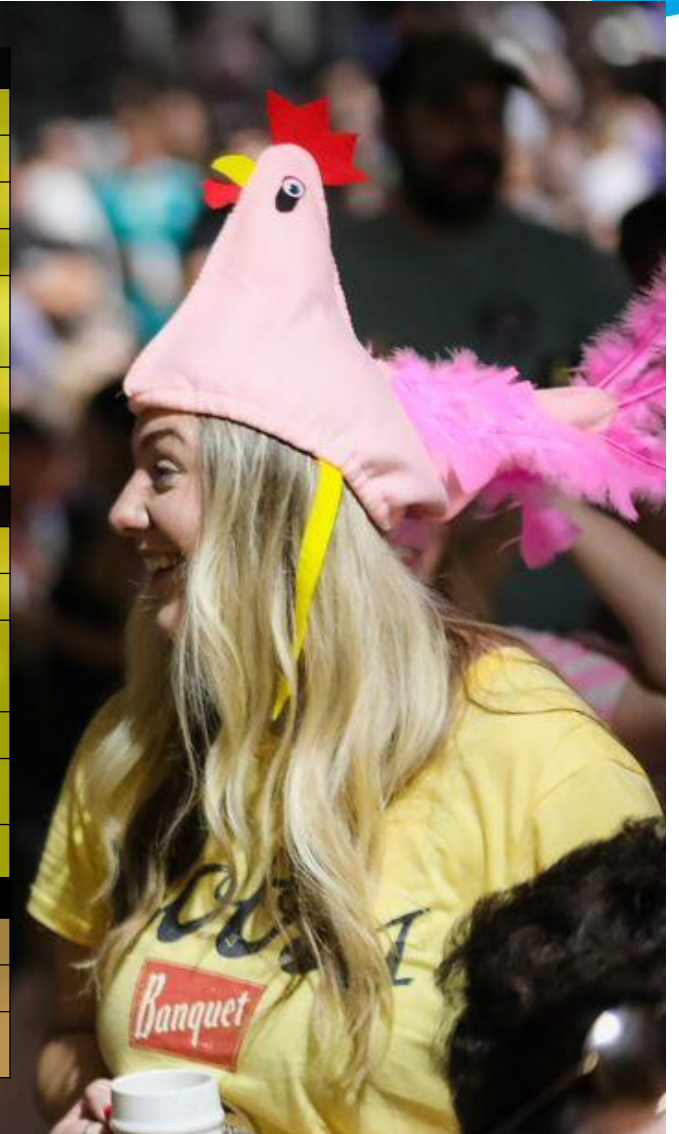
OUTLET	DELIVERED IMPRESSIONS
RADIO	79,480,125
TELEVISION	2,971,144
PRINT	476,776
ONLINE	3,675,868,192
SOCIAL MEDIA INFLUENCERS	72,305,687
<b>TOTAL</b>	<b>3,831,101,924</b>

OUTLET	DELIVERED IMPRESSIONS
CULTURE MAP	300,328
TEXAS MONTHLY	273,622
CLEARCHANNEL BILLBOARDS	8,491,332
PROGRAMMATIC	2,220,507
<b>TOTAL</b>	<b>11,285,789</b>

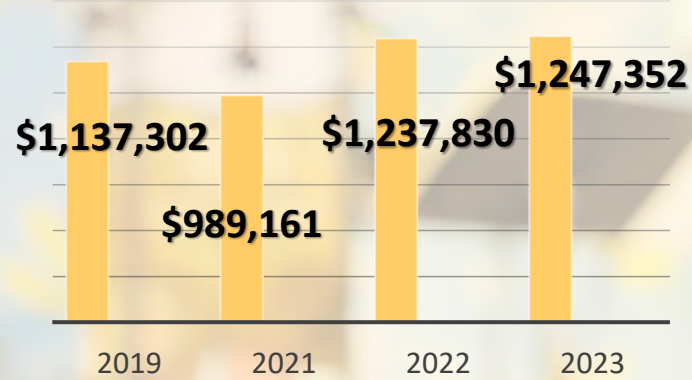
OUTLET	GROSS IMPRESSIONS
iHEART RADIO	10,642,000
SPECTRUM REACH TV	178,000
<b>TOTAL</b>	<b>10,820,000</b>



# FOOD + BIER

ADDISON

## GROSS SALES HISTORY



**\$1.25M**

TOTAL GROSS SALES

**\$24,500**

AVE. GROSS SALES

**\$33**

GROSS SALES PER  
PERSON

**630+**

KEGS OF BEIR

ADDISON



# REVENUE/EXPENDITURES

ADDISON

# \$635,888

TOTAL REVENUE

## \$274,501

ON-LINE & ON-SITE PURCHASES — ADMISSION

## \$221,908

CONCESSIONAIRE REV-SHARE (20%) — FOOD + BEVERAGE

## \$110,800

CASH ONLY – IN-KIND TOTAL: \$261,763 — SPONSORSHIP

## \$20,050

MARKETPLACE & FOOD VENDOR FEES — VENDOR FEES

## \$8,629

MERCH SALES, ATM & MISC. REVENUE — MISC REVENUE



TENTS, RESTROOMS, FENCING, GOLF CARTS, GAMES, EQUIPMENT, DÉCOR

TRASH, ELECTRIC, STAGE PROD, TICKET SCANNERS, PARKING

PERFORMERS, AGENCY FEES, EMCEES

## \$309,955

RENTALS

## \$172,594

CONTRACTUAL SERVICES

## \$160,131

STAFF COMPENSATION

## \$154,295

ENTERTAINMENT

## \$57,388

SECURITY — SECURITY, OUTSIDE PD

## \$39,334

MISC

## \$28,774

CREDIT CARD FEES

## \$13,915

CONTINGENCY — WEATHER INSURANCE

## \$10,654

REDEMPTION

PRINTING, KIDS AREA, CATERING, SIGNAGE

INCLUDES TICKETSAUCE + PAYPAL

INCLUDES OT + RETIREMENT

WEATHER INSURANCE

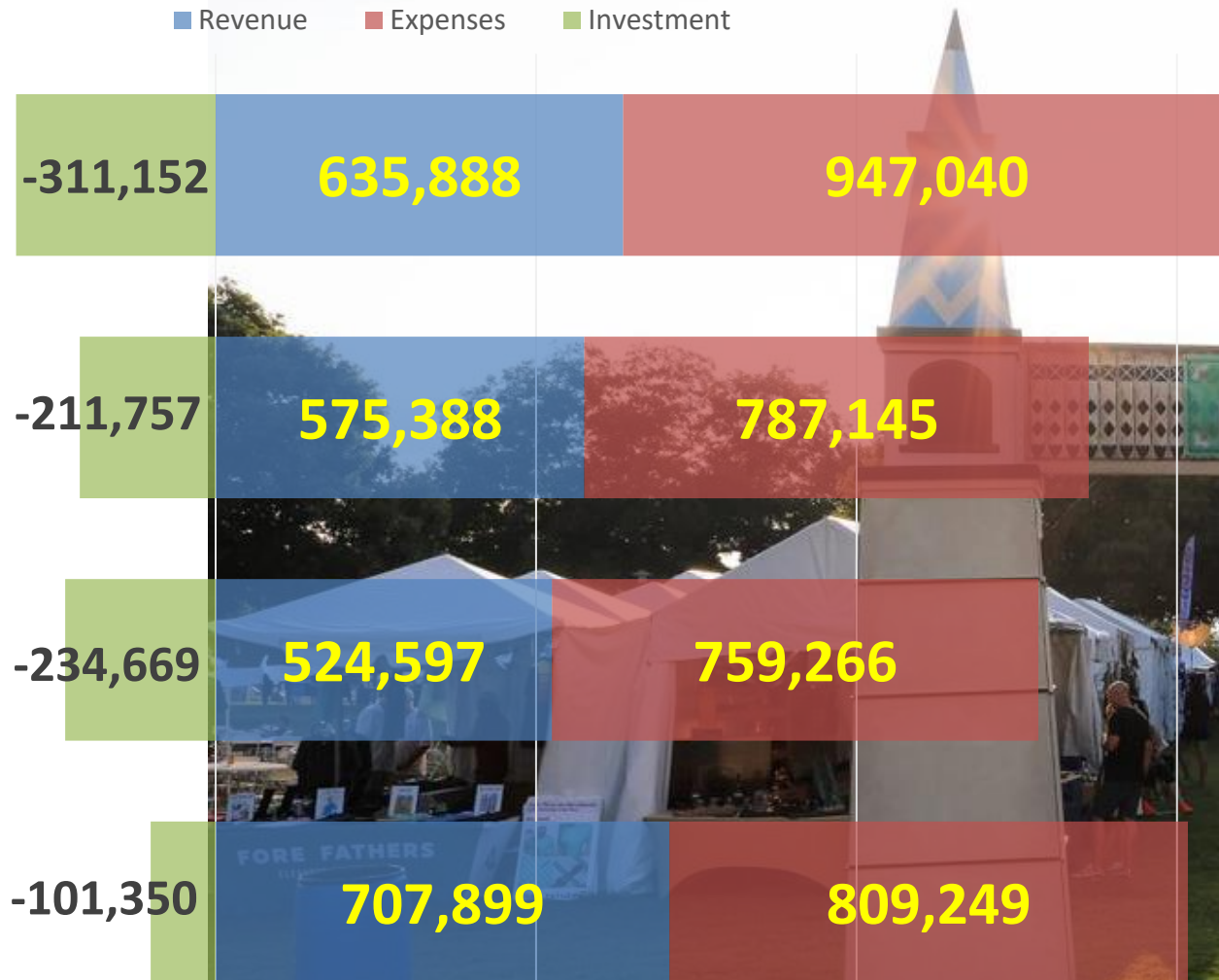
SPECIAL SERVICES, DRINK/FOOD VOUCHERS

# \$947,040

TOTAL EXPENDITURES

# 4-YEAR COMPARISON

ADDISON



**6%**  
MORE REVENUE  
THAN BUDGETED



# ECONOMIC IMPACT

ADDISON

Number of Tickets Sold:	18300
Price per Ticket:	\$ 15.00

Direct Ticket Spending:	\$ 274,500.00
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Number of Attendees:	38000
Percent from outside community:	86%

Total Outside Attendees:	32680
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Average Number of Days Attended:	1
Average Number of Nights in Market:	1
Percent of Attendees Staying at Commercial Lodging:	28%
Average Nightly Lodging Cost:	\$ 100.00

Total Lodging Nights:	10640
Direct Lodging Spend:	\$ 1,064,000.00

Average Daily Spend on Food and Beverage:	\$ 33.00
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Total Food and Beverage Spending:	\$ 1,254,000.00
Total Outside Food and Beverage Spending:	\$ 1,078,440.00

Average Daily Spending on Other:	\$ 38.00
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Total Other Spending:	\$ 1,444,000.00
Total Outside Other Spending:	\$ 1,241,840.00

Ticket Sales, Outside:	\$ 236,070.00
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**Total Direct Economic Impact: \$ 4,036,500.00**



**TOTAL DIRECT ECONOMIC IMPACT**  
**\$4,036,500**

PROST Y'ALL!

ADDISON

