



<b>OVERALL ATTENDANCE</b>	<i>Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance</i>	PREDICTED:	5,000
		ACTUAL (ESTIMATED):	4,399
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Ticketed event		
<b>50+ MILES - ATTENDANCE</b>	<i>Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance</i>	PREDICTED:	500
		ACTUAL (ESTIMATED):	400
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: 22% of attendees were surveyed		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<i>Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance</i>	PREDICTED:	200
		ACTUAL (ESTIMATED):	200
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: 22% of attendees were surveyed		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<i>Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight lodging and attended this activity; and the method used to determine attendance</i>	PREDICTED:	90
		ACTUAL (ESTIMATED):	50
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: 22% of attendees were surveyed		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<i>Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance</i>	PREDICTED:	200
		ACTUAL (ESTIMATED):	200
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: 22% of attendees were surveyed		
<b>PAID LODGING NIGHTS</b>	<i>Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance</i>	PREDICTED:	45
		ACTUAL (ESTIMATED):	45
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Interviewing attendees and brewery staff		

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

This event draws owners and staff of over 50 breweries from throughout the states of Washington and Oregon. to Tumwater.

**TUMWATER SPECIFIC QUESTIONS:**

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Attendance increased for the seventh straight year at this event. The event continues to grow and gain popularity and recognition throughout the area.

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes - the event was a tremendous success and has become a favorite among brewers from around the region.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We will continue to grow this event at a steady pace with the addition of more brewers, activities and entertainment. We will also continue to focus on the informational/educational aspects of the event and promote the craft of the brewing and distilling industries.