

LJT's Texas Music Festival Facts

- Official attendance was approx. 60,000
- Total campsites were approx. 6,000
- Texas Music Festival web page and social media pages receive over 1,350,000 hits in the months leading up to the event.
- Web-page banners can be linked to your company or firm and will remain on the LJT web site until October.



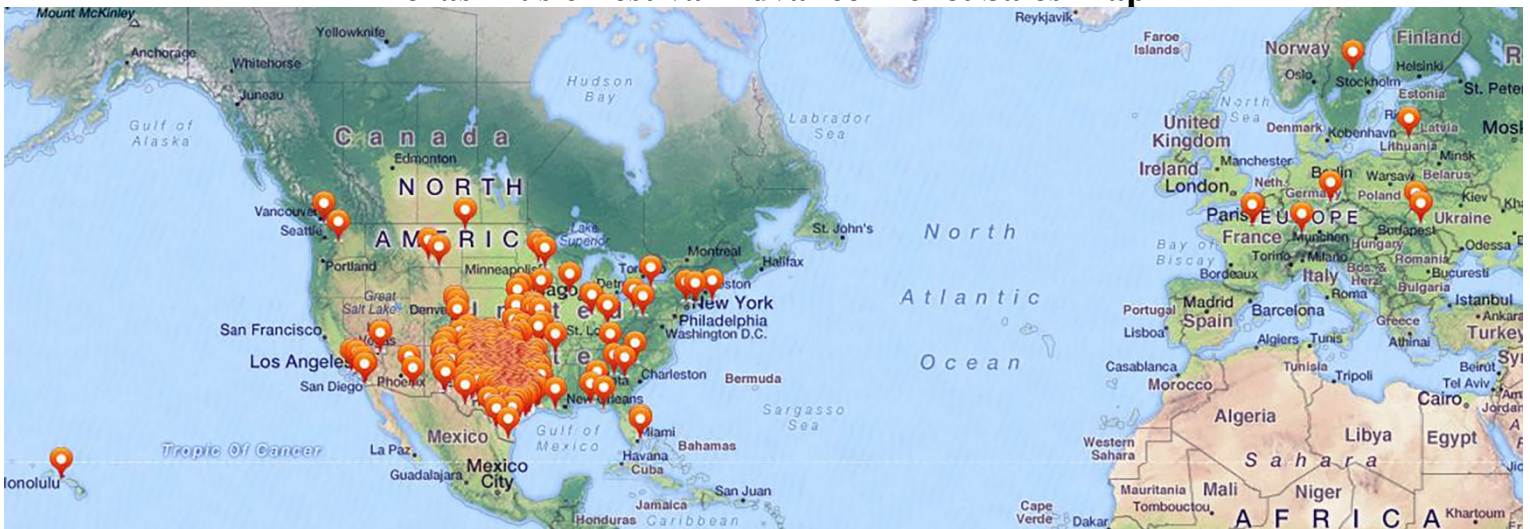
Larry Joe Taylor's Texas Music Festival

Patron Demographics & Information

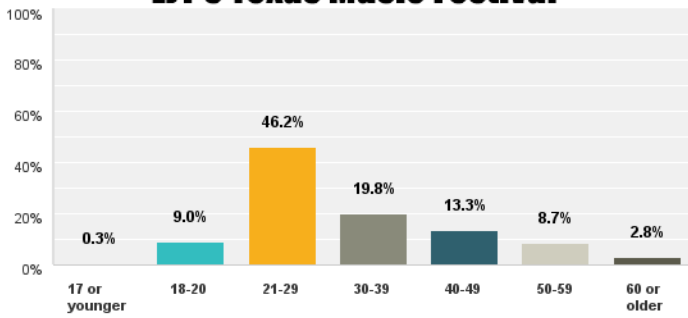
Visitation Pattern:

- 91% attend two days or more during the festival
- 72% attended last year
- 42% attended each of the last 5 years
- 93% are "Likely" to attend next year. Average years attended – 4.8
- 89% say they would enthusiastically recommend attending the LJT Festival to others
- 93% would purchase a LJT Festival sponsor's product or service over that of a non-sponsor (all other factors being equal)
- 95% feel safe while attending the LJT Festival

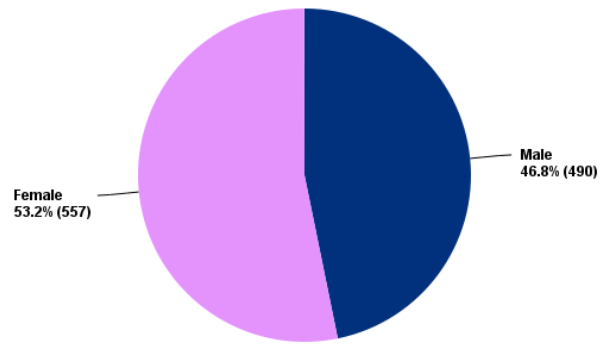
Texas Music Festival Advance Ticket Sales Map



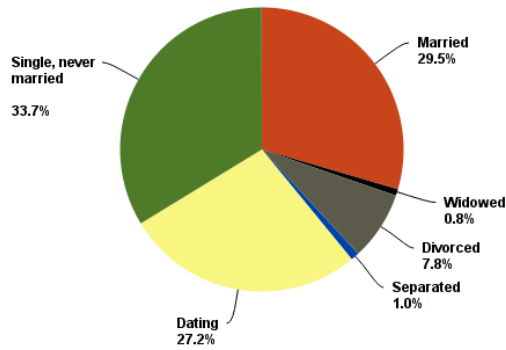
Age Groups Attending LJT's Texas Music Festival



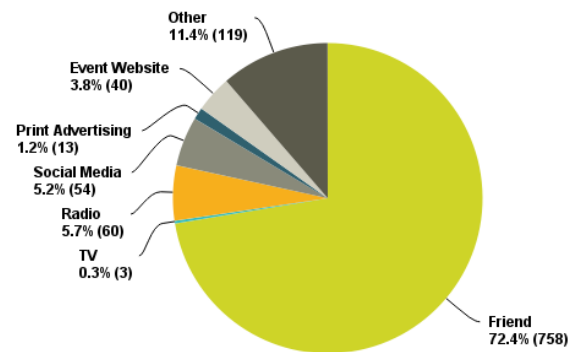
Gender



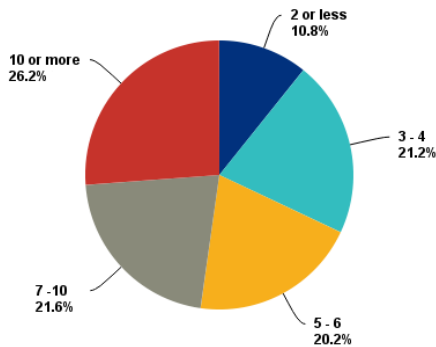
Relationship Status



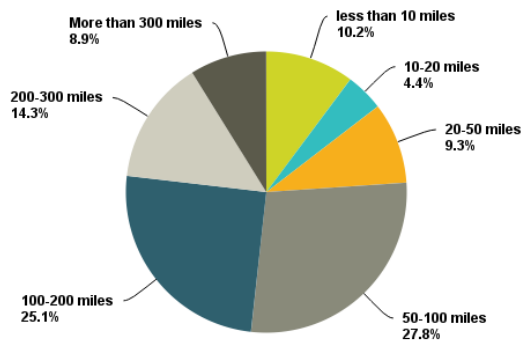
How People Heard About LJT's Texas Music Festival



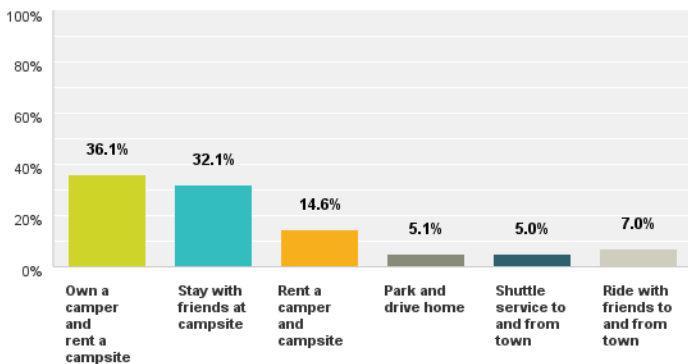
Size of Group Attending LJT's Texas Music Festival



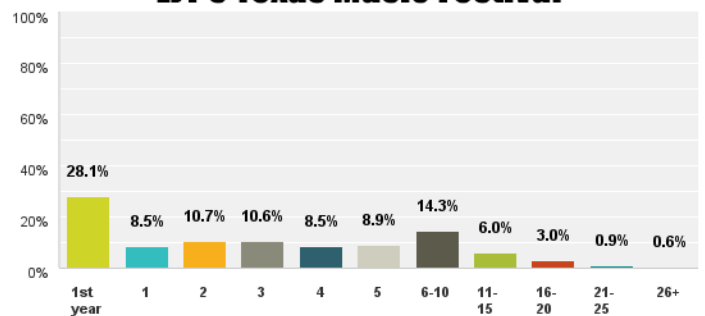
Travel Distance to LJT's Texas Music Festival



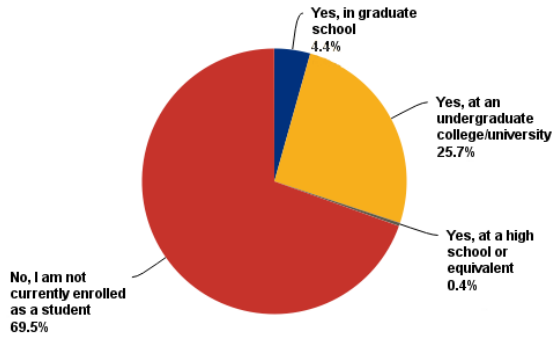
Where do you stay during LJT's Texas Music Festival



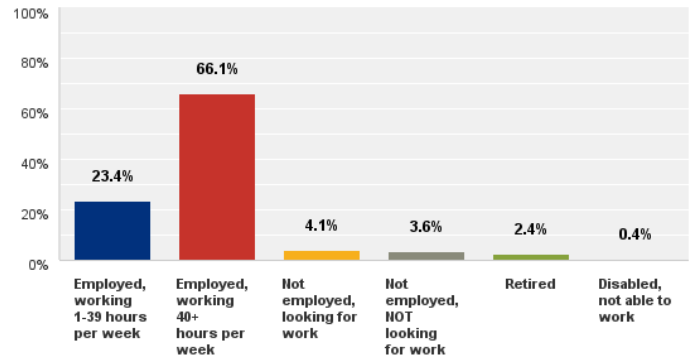
Number of Years Attending LJT's Texas Music Festival



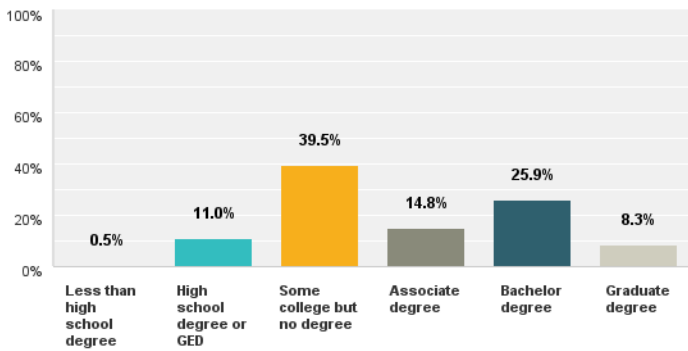
Student Enrollment



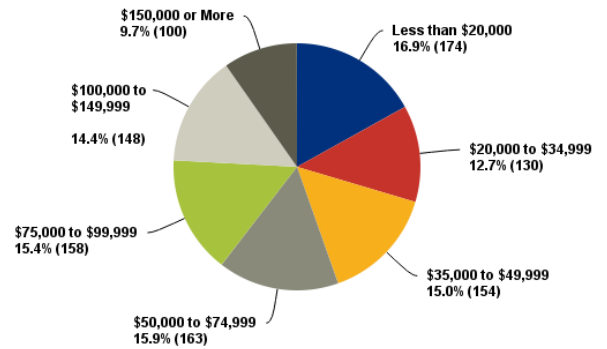
Employment Status



Education Level



Household Income



Questions and Contact information should be directed to:

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