



# The Economic Impact of WATERFEST

on the Juneau County  
Castle Rock Lake Area

4000  
people visit...  
2 out of 3  
for Waterfest

# 88%

Stay Overnight

(most stay  
3-4 nights)

Typical  
Group Size is

# 5

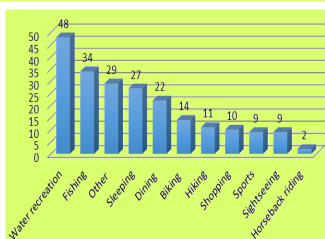
- 3 Kids
- 2 Parents
- 1 Pet (1/3 bring)

# 4 out of 5

have an Annual  
Household  
Income Above

# \$50K

92%  
are return  
visitors



## ACTIVITIES

in addition to  
**WATERFEST**  
visitors participated in



Waterfest Boat Parade & Park Fest brings

# \$1.5 MILLION

into our local economy annually!

*This report was produced by JCEDC using raw data compiled during a 2015 Tourism Survey. People were surveyed voluntarily at random in 2 locations. The 405 participants surveyed were deemed an adequately representative 10% sampling size. WIDept of Tourism formulas were conservatively applied by the NCWRPC to extrapolate local economic impact.*