



ECONOMIC IMPACT REPORT

Another Planet Entertainment's Golden Gate Park Concerts – 2025

Dead & Company · Outside Lands · Zach Bryan
Aug 1–3 Aug 8–10 Aug 15

How we measured the impact

Survey approach — 6,992 responses across the three weekends

IN-PERSON SAMPLING

Five BACEI staff and five trained volunteers conducted on-site outreach at each weekend, randomized across entrance points and crowd areas (GA, ADA, VIP).

POST-EVENT DIGITAL SURVEY

Survey link emailed to all ticket buyers after each weekend. Questions covered residence, travel, duration of stay, lodging, group size, and spending.

Modeled in IMPLAN — three layers of impact

1 DIRECT

Initial spending tied to the events — a hotel room, dinner before the show, a rideshare to the venue.

2 INDIRECT

Business-to-business activity that follows — restaurants purchase more food and beverages to meet demand.

3 INDUCED

Household spending generated when workers spend the income they earn from event-related activity.

Outside Lands

Largest aggregate attendance of the series – 69% of respondents from SF or the broader Bay Area.

214,000

total attendees

24,795

Bay Area hotel-room nights

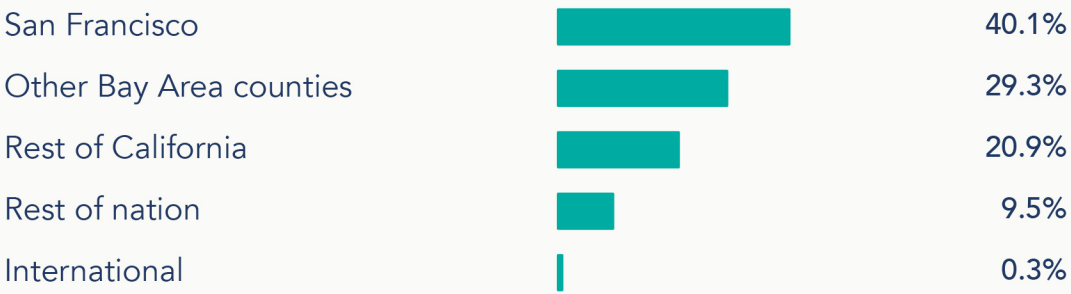
\$97.5M

regional economic output

Large share of attendees were existing Bay Area residents less likely to require lodging. A majority (55%) said the festival was their primary reason for visiting San Francisco, so economic impacts were still substantial.

Combined impact	Output	Income	Jobs	Taxes
San Francisco	\$71.8M	\$33.1M	348	\$9.0M
Outside San Francisco	\$25.7M	\$10.1M	136	\$4.3M
Regional Total	\$97.5M	\$43.1M	485	\$13.3M

WHERE RESPONDENTS CAME FROM



ABOUT BACEI

Bay Area Council Economic Institute

Since 1990, the Bay Area Council Economic Institute has been a leading think tank focused on the economy of the San Francisco/Silicon Valley Bay Area. Through its economic and policy research and its partnerships, the Institute addresses issues impacting the competitiveness, economic development, and quality of life of the region and California. The Institute is housed at and supported by the Bay Area Council, a public policy organization that includes hundreds of the region's largest employers.

