

**FACT SHEET**

# International Folk Art Market **Santa Fe**



*Since 2004:*

As of this year's (2018) incoming artists, hosted approximately **1000 master folk artists** from **98 countries**

The market has had **233,000 visitors** since 2004 with an estimated economic impact of **\$142,000.000**

Generated **\$28 million** from artist sales. **90%** goes home with first-time artists

More than **9,700 volunteers** many from New Mexico. More than **200,000 hours** of their time

As of 2016, **\$2,078.753.17** in GRT contributions and fees to the State of New Mexico

## **1.1 million** lives impacted