

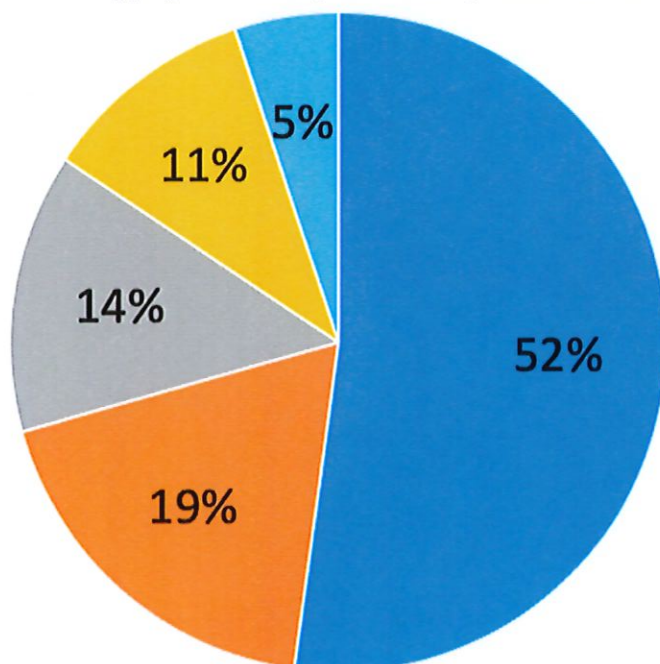
Data From Inaugural Season

Throughout **Bee Cave on Ice's** 9-week season, over 25,000 tickets were sold. On its busiest days, ticket sales were higher than some of Texas' largest holiday rinks in both Dallas and Houston.

Our data shows businesses that supported this event had exposure to over 75,000 people. Visitors from around the region packed the rink each week, averaging 1,000 skaters on Saturdays.

Zip codes from admissions show that people commuted over 75 miles for this new holiday tradition.

- Travis County (Bee Cave, Lakeway, Spicewood, Westlake, and more.)
- Austin
- Hays County
- Other
- Williamson County



\$15/ticket

75-minute skate session