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LUMIERE LONDON 2016



Lumiere London was a free outdoor light festival that, through the vision and work of international artists, showcased the capital's spectacular and iconic architecture and streets.

- 79% said the event made them feel happy
- Workshops held for 1,000 young people at 145 primary schools across London.

£6.2 Million

Direct Economic Impact for London

4 Nights

1,032,000

Total spectator attendance

501,000

Unique spectators



Spectators

30% Casual

68% Local



Day visitors

80%



7%

Non-commercial stayers



13%

Commercial stayers

2.6 Average number of days attended

2.2 Average bed nights



£19 Average daily spend (non-accom)



£38 Average accommodation spend per bed-night (per person)

Source: Lumiere London 2016 Evaluation report, The Audience Agency.

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RIDELONDON 2015



Prudential RideLondon is an annual world-class multi-day festival of cycling taking place in London and Surrey.

- 100,000 participants and over 2,000 volunteers
- 32% of both participants & spectators cycling more as a result of the event.

3 Days

286,650

Total spectator attendance

£23.8
Million

Direct Economic
Impact for London

207,207

Unique spectators

96,600

Participants



Spectator

35% Casual

46% Local



Day visitors

37%



16% Non-commercial stayers



47% Commercial stayers

1.1 Average number of days attended

1.9 Average bed nights

£ £63 Average daily spend (non-accom)

£52 Average accommodation spend per bed-night (per person)

Source: Prudential Ridelondon 2015 evaluation research, Futurethinking.

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GLASGOW GYMNASTICS WORLD CUP 2012



Glasgow World Cup Gymnastics was a one day indoor event that took place at the Emirates Arena in Glasgow in December 2012.

- 61% of spectators inspired to do sport more often than normal
- 35% of inspired spectators inspired to do gymnastics more often than normal

1 Day

£210K

Direct Economic Impact for Glasgow

4,788

Total spectator attendance

4,788

Unique spectators



Spectator

3%

Casual

38%

Local



Day visitors

57%



6%

Non-commercial stayers



37%

Commercial stayers

1

Average number of days attended

1.6

Average bed nights



£25

Average daily spend (non-accom)



£26

Average accommodation spend per bed-night (per person)

Source: UK Sport Economic Impact Report, SIRC.

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CANOE SLALOM WORLD CHAMPS 2015



The ICF 2015 Canoe Slalom World Championships at the Lee Valley White Water Centre was a multi-day outdoor event that followed the success of the canoeing at London 2012 and the Canoe Slalom World Cup at the same venue in 2014.

- 45% of spectators inspired to do sport more often than normal.
- 47% were inspired to do Canoeing more often than normal
- 888 people attended event-specific development programmes in canoe slalom

£1.28 Million

Direct Economic Impact for Lee Valley and the surrounding area

6 Days

7,037

Total spectator attendance

4,339

Unique spectators



Spectator

10%

Casual

11%

Local



Day visitors

78%



3%

Non-commercial stayers



19%

Commercial stayers

1.8

Average number of days attended

3.2

Average bed nights



£19

Average daily spend (non-accom)



£25

Average accommodation spend per bed-night (per person)

UK Sport economic impact report, SIRC.

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TAEKWONDO WORLD GRAND PRIX 2014



The WTF Taekwondo World Grand Prix held in Manchester in October 2014 was an indoor event featuring world-class athletes from more than 50 nations competing across the three days.

- 56 % of spectators inspired to do sport more often than normal
- 73% were inspired to do taekwondo more often than normal
- 97% of UK spectators were proud to host the event

3 Days

2,972

Total spectator attendance

£520K

Direct Economic Impact for Manchester

879

Unique spectators



Spectator

3%

Casual

11%

Local



Day visitors

69%



5%

Non-commercial stayers



27%

Commercial stayers

1.5

Average number of days attended

1.9

Average bed nights



£16

Average daily spend (non-accom)



£32

Average accommodation spend per bed-night (per person)

Source: UK Sport Economic Impact Report, SIRC.

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UCI MOUNTAIN BIKE WORLD CUP 2016



The UCI Mountain Bike World Cup is a multi-round mountain bike racing series that is sanctioned by the Union Cycliste Internationale (UCI) with rounds held annually at the Ben Nevis Range in Fort William since 2002.

- Event has been a catalyst in gaining Fort William's title of 'Outdoor Capital of the UK'
- The event has provided training for local volunteers since 2002, many of which have gone on to work in the events or mountain bike industry.

£1 Million

£3.1m direct net economic impact for local authority

1 Day

16,932

Total spectator attendance

11300

Unique spectators



Spectator

7%

Local

25%

Day visitors

1.5

Average number of days attended

1.5

Average bed nights

£53

Average daily spend (non-accom)

Economic data provided in Final Event Report produced by Rare Management Ltd.

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EDINBURGH'S FESTIVALS 2015



Edinburgh's Festivals comprises 12 major festival brands which are jointly regarded as Scotland's world leading cultural brand.

- 89% of locals say that the festivals increase their pride in Edinburgh as a city
- 68% say that attending the festivals has made them more likely to attend another cultural event

£312.6 Million

Direct Economic Impact for Edinburgh

25 Days

4,537,937

Total spectator attendance

1,070,954

Unique spectators



Spectator

56%

Local

15%

Day visitors

4.2

 Average number of days attended

1.9

 Average bed nights

3.9

 Edinburgh

1.3

 Elsewhere in Scotland

£50

 Average daily spend (non-accom)

Edinburgh Festivals 2015 Impact Study produced by BOP Consulting.

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CARDIFF HALF MARATHON 2015



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The Cardiff Half Marathon is an annual half marathon race taking place in October. The event has grown considerably over the years and now attracts both UK and international runners.

- Over 700 volunteers across 2 days
- TV coverage on BBC network
- More than £2m raised for charities and good causes

£1.6 Million
Direct Economic Impact for Wales

1 Day
58,292 Total spectator attendance
58,292 Unique spectators



Spectator

30% Casual
67% Local

61%
Day visitors



9% Non-commercial stayers



30% Commercial stayers

1 Average number of days attended

1 Average bed nights

£34 Average daily spend (non-accom)

£29 Average accommodation spend per bed-night (per person)

Source: Post-event report prepared by Run 4 Wales.



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HAY FESTIVAL 2016



The Hay Festival brings together writers from around the world to debate and share stories in the beauty of the Welsh Borders. Hay celebrates great writing from poets and scientists, lyricists and comedians, novelists and environmentalists, and the power of great ideas to transform our way of thinking.

- 96% of visitors 'will definitely return'
- 89% agree the Festival 'has a positive impact on the local economy'
- Academy' programme for journalism & event students to work alongside industry professionals

£20.6 Million

Direct Economic Impact for Wales

11 Days

246,000

Total spectator attendance

82,000

Unique spectators

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Spectator

5%

Casual

33%

Local

27%

Day visitors



10%

Non-commercial stayers



63%

Commercial stayers

3

Average number of days attended

4

Average bed nights



£77

Average daily spend (non-accom)



£54

Average accommodation spend per bed-night (per person)

Source: Hay Festival 2016 Experience Research Report. QRS Market Research Ltd.