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

1,032,000
Total spectator attendance

501,000
Unique spectators

30% Casual
68% Local

80% Day visitors
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)

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.

**Direct Economic Impact for London**

- **£23.8 Million**
- **286,650** Total spectator attendance
- **207,207** Unique spectators
- **96,600** Participants

### Attendees Breakdown
- **Spectator**: 37%
- **Non-commercial stayers**: 16%
- **Casual**: 35%
- **Local**: 46%
- **Day visitors**: 37%
- **Commercial stayers**: 47%

### Key Figures
- **Average number of days attended**: 1.1
- **Average bed nights**: 1.9
- **Average daily spend (non-accom)**: £63
- **Average accommodation spend per bed-night (per person)**: £52

**Source:** Prudential Ridelondon 2015 evaluation research, Futurethinking.
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

£210K
Direct Economic Impact for Glasgow

4,788
Total spectator attendance

4,788
Unique spectators

3% Casual
38% Local
57% Day visitors
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.
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.

**Direct Economic Impact for Lee Valley and the surrounding area**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1.28 Million</td>
<td></td>
</tr>
<tr>
<td>Total spectator attendance</td>
<td>7,037</td>
</tr>
<tr>
<td>Unique spectators</td>
<td>4,339</td>
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<tr>
<td>Average number of days attended</td>
<td>1.8</td>
</tr>
<tr>
<td>Average bed nights</td>
<td>3.2</td>
</tr>
<tr>
<td>Average daily spend (non-accom)</td>
<td>£19</td>
</tr>
<tr>
<td>Average accommodation spend per bed-night (per person)</td>
<td>£25</td>
</tr>
</tbody>
</table>

**UK Sport economic impact report, SIRC.**
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

<table>
<thead>
<tr>
<th>Direct Economic Impact for Manchester</th>
<th>Unique spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>£520K</td>
<td>879</td>
</tr>
<tr>
<td>3 Days</td>
<td>2,972</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Spectator</th>
<th>3%</th>
<th>Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>11%</td>
<td>Day visitors</td>
</tr>
<tr>
<td>69%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>27%</td>
<td></td>
<td>Non-commercial stayers</td>
</tr>
</tbody>
</table>

| Average number of days attended | 1.5 |
| Average bed nights             | 1.9 |
| Average daily spend (non-accom)| £16 |
| Average accommodation spend per bed-night (per person)| £32 |

Source: UK Sport Economic Impact Report, SIRC.
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
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.
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

<table>
<thead>
<tr>
<th>Total spectator attendance</th>
<th>4,537,937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique spectators</td>
<td>1,070,954</td>
</tr>
<tr>
<td>Spectator</td>
<td>56%</td>
</tr>
<tr>
<td>Local</td>
<td>15%</td>
</tr>
<tr>
<td>Day visitors</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average number of days attended</th>
<th>4.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average bed nights</td>
<td>1.9</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>3.9</td>
</tr>
<tr>
<td>Elsewhere in Scotland</td>
<td>1.3</td>
</tr>
</tbody>
</table>

| Average daily spend (non-accom) | £50 |

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

**Direct Economic Impact for Wales**

- **£1.6 Million**
- **58,292** Total spectator attendance
- **58,292** Unique spectators

**Spectator Breakdown**

- **30%** Casual
- **61%** Local

**Stayer Breakdown**

- **9%** Non-commercial stayers
- **30%** Commercial stayers

**Fiscal Breakdown**

- **£34** Average daily spend (non-accom)
- **£29** Average accommodation spend per bed-night (per person)

Source: Post-event report prepared by Run 4 Wales.
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
Total spectator attendance
246,000
82,000
Unique spectators

5% Casual Spectator
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)