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

4.2 1.9 3.9 1.3 £50
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)