

eventIMPACTS

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.