

# eventIMPACTS

## 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.