

# eventIMPACTS

## 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

**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)

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