Economic Impact of Events and Festivals on local regions

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The Economics of sustainability?

Economic issues particularly important at the moment;

“Not only does sustainability have to be economically viable – it is also necessary to refocus the drive towards sustainability as being of economic benefit;”

Stern Review  2006
Over 2010, the Edinburgh Festivals are Estimated to have:

- generated new output of £245m in Edinburgh and £261m in Scotland
- generated £59m in new income in Edinburgh and £82m in Scotland
- supported 5,242 new FTE jobs in Edinburgh and 4,917 in Scotland
The world famous Glastonbury Festival impacts on the worldwide economy to the tune of more than £73million, figures from a unique study

A crowd of **177,500 people** attended the Glastonbury Festival in 2007, with an average spend per person of **£293.24**.

- **Total spending** at the festival site in Pilton by revellers and traders was about **£25.6million**, and off-site spend was about **£26.5million**, giving a total spend of about **£52million directly** linked to the festival.

- Estimated spending by Glastonbury Festivals associated with staging the 2007 festival was **£21.2million** (over the period November 2006 to October 2007).
Economic Impact Studies - How

• The scope of the study
• Identify Stakeholders
• Understand your Audience - the demographic and their spending habits
The Scope of the Study

Economic Impact (spend, employment)

or a

‘360 degree’ approach to assess impact that considers social, cultural, environmental and media aspects, in addition to the economic effects.
Identify Stakeholders

• Suppliers
• Performers and Participants
• Workforce and Volunteers
• Sponsors
• local authorities and organisations, interest groups and associations.
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Understand your Audience

Who Are they (Demographics)
Where do they come from?
Local/festival tourists

How do they get to your event?

What do they spend their money on and where do they buy?

Average individual spend/ total spend

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GO Group 2 - Economic Impact – April 2012, Budapest-Teresa Moore
Why do they come and what do they like?

Do they go to other festivals, how many and which?
Media awareness

Press, International, National, local TV Radio?

Social Media and the Facebook audience
What are the benefits?

creates an awareness of and an interest in the event’s role in the community

* helps provide positive relationships, including media relations

* identifies local partners and supporters and offers an opportunity to recognize those relationships

* identifies the event as a player in the local economy and in the community as a whole

* allows the event to advertise itself locally by first identifying its contributions.
• can break down potential barriers with community leaders

• raises employees' level of pride in the organisation

• increases awareness and interest in what you do

• offers an opportunity to establish and maintain a positive image of your organisation in the community and among the local media

• opens the door for future fund-raising projects and may support efforts to work more closely with your financial institutions

* provides the opportunity to highlight noneconomic contributions of the event and the civic involvement of the organisation and its members. Mysteryland
Determining and publishing this economic impact can be a critical factor in the community's awareness of an event’s programme and operations. It can also serve as a means to express pride and appreciation of being part of the community.
T in the Park reveals value and impact on Scottish economy

The organisers of T in the Park have revealed that the event’s overall worth to Scotland in 2011, combining its economic and media impact, was estimated at over £40 million, compared to the last assessed figure of £18 million in 2005.
Thank you
Any Questions?