

QUALITY OF EVENTS AND RECORD NUMBERS DRIVE WORLD LEADING STATUS OF EDINBURGH FESTIVALS

Independent research published today (26 July 2016) confirms the huge contribution that Edinburgh's Festivals make to the quality of life, international reputation and economic vitality of Edinburgh and Scotland.

The latest study, which surveyed 29,000 people, shows that Edinburgh's Festivals continue to be Scotland's world-leading cultural brands, delivering significant attendance numbers through their unrivalled cultural programmes.

Key findings from the study show that Edinburgh's Festivals:

- Attract **audiences of more than 4.5 million** putting them on a par with the FIFA World Cup, both being second to the Olympic Games
- Act as **economic powerhouses** generating impact of £280m in Edinburgh and £313m in Scotland, representing an increase of 19% and 24% respectively on the previous 2010 study, and primarily benefiting businesses in the tourism sector
- Serve as **tourism gateways**, with more nights spent elsewhere in Scotland by festival audiences than in the 2010 study
- Position the city region as a **leading international destination** with 94% of respondents stating that the Festivals are part of what makes Edinburgh special as a city
- Present **unique cultural experiences** with 92% of respondents stating that the Festivals were 'must see' events that gave them the chance to see things they would not otherwise see
- Play a crucial role in **year-round audience development**, with 68% of respondents stating that attending the Festivals made them more likely to attend another cultural event
- Create a **sense of civic pride** with 89% of local festival goers agreeing that the Festivals increased their pride in Edinburgh as a city, reinforcing the findings of the recent Edinburgh People Survey
- Deliver **quality professional Festivals**, with satisfaction ratings of 95% - being the highest rated outcome in the entire study.

Commissioned by Edinburgh's Festivals, the 2015 Impact Study was produced by leading international specialists BOP Consulting and builds on the 2010 Impact Study. Research for the Impact Study took place during the calendar year 2015, starting with the Edinburgh International Science Festival and concluding at Edinburgh's Hogmanay. A total of 29,273 people took part in the study, nearly twice as many as in the previous 2010 Edinburgh Festivals Impact Study.

Introducing the Study, Richard Naylor, Director of Research at BOP consulting said *"The scale of the 2015 Edinburgh Festivals Impact Study makes it one of the most statistically significant studies in the cultural world and the results continue to show that Edinburgh's Festivals have an impact commensurate to their world leading festival city status."*

The Study states that 'the continued quality and innovation of the core cultural offer of the Festivals lies at the heart of any wider impact they have' and shows that the economic impact in particular has primarily benefited businesses in the tourism sector, especially accommodation and food & drink businesses.

Julia Amour, Director of Festivals Edinburgh said: *"The Impact Study tells us that the Festivals' unique resilience and the increasing value they deliver is based on the artistic vision, ambition and programmes of the individual festivals. Continued investment in these programmes is crucial to driving our impacts and ensuring that our distinctive cultural offering remains the envy of cities around the world."*

Ken Hay, Chair of Festivals Edinburgh commented: *"As we look ahead to 2017 and the 70th anniversary of the birth of our festival city, these impacts reinforce Edinburgh's world leading status. The 2015 Impact Study shows that the Edinburgh Festivals represent Scotland at its most confident, its most open and its most creative. They are distinctively Scottish and yet profoundly international, committed to capitalising on their enormous global value for the benefit of all."*

ENDS

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NOTES TO EDITORS:

- The 2015 Impact Study**, together with an explanatory Technical Report, is available to download from <http://www.edinburghfestivalcity.com/about/documents/156-research-reports> where you can also find the previous Impact Study [May 2011]

- Snapshot of 2015 results** compared to previous Impact Study:

	2015	2010
Attendance at Edinburgh's Festivals	4,537,937	4,272,228
Quality rated against other comparable events/festivals [Much/Better]	85%	78%
'Must-see' events [Strongly/Agree]	92%	79%
Satisfaction levels	95%	n/a
Attendance makes more likely to attend another cultural event [Strongly/Agree]	68%	55%
Showcase high quality work from around the world [Strongly/Agree]	91%	87%
Opportunity to see work they would not otherwise see [Strongly/Agree]	92%	86%
Brings the community together [Strongly/Agree]	57%*	62%
Opportunity to spend more quality time with family and friends [Strongly/Agree]	75%*	79%
Increase pride in Edinburgh as a city [Strongly/Agree]	89%	89%
Part of what makes Edinburgh special as a city [Strongly/Agree]	94%	94%
Festivals identified as sole reason in decision to visit Scotland	43%	33%
Economic Impact to Edinburgh	£280m	£235m**
Economic impact to Scotland	£313m	£252m**
FTE jobs supported in Edinburgh	5,660	5,047
FTE jobs supported in Scotland	6,021	4,757

*These questions were put to all festivals in 2015 but only to the community and family focused festivals in 2010

** These figures exclude the component of journalists' expenditure that was collected in 2010 but not in 2015

- The attendance figures** for the Olympic Games and FIFA World Cup are 8.8m and 3.4m respectively, with the Glasgow Commonwealth Games having 1.3m ticketed attendances plus 850,000 attending Festival 2014 events [further information at <https://www.olympic.org/london-2012> and <http://www.statista.com/statistics/264441/number-of-spectators-at-football-world-cups-since-1930/> and http://audit-scotland.gov.uk/docs/central/2015/nr_150312_commonwealth_games_third.pdf]
- The 2015 Edinburgh People Survey** found that 63% of residents had participated in the Festivals and was the most common cultural activity for citizens, while also showing that those participating in cultural activities were also more likely to have a positive view of the city [further information is available at http://www.edinburgh.gov.uk/info/20029/have_your_say/921/edinburgh_people_survey]
- Festivals Edinburgh** is the high-level organisation created in 2007 by the Directors of Edinburgh's 12 major festivals to lead on their joint strategic development and maintain their global competitive edge. The 12 member festivals are as follows: Edinburgh International Science Festival, Imagine Festival, Edinburgh International Film Festival, Edinburgh Jazz and Blues Festival, Edinburgh Art Festival, Edinburgh Festival Fringe, Royal Edinburgh Military Tattoo, Edinburgh International Festival, Edinburgh International Book Festival, Edinburgh Mela, Scottish International Storytelling Festival and Edinburgh's Hogmanay [see www.edinburghfestivalcity.com]
- BOP Consulting** is a leading international research and strategy firm, specialising in culture and the creative industries. BOP works with funders, development agencies and cultural organisations to assess the value of what they do and to help them plan for the future. BOP has offices in London, Edinburgh, Taipei and Shanghai and regularly work in international markets through its World Cities Culture Forum, and through ongoing assignments in People Republic of China, Taiwan, Brazil and Oman [see www.bop.co.uk]