

# Sunderland Airshow and Festival of Light Economic Impact Report

Scrutiny Committee  
March 2020

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Culture and Events

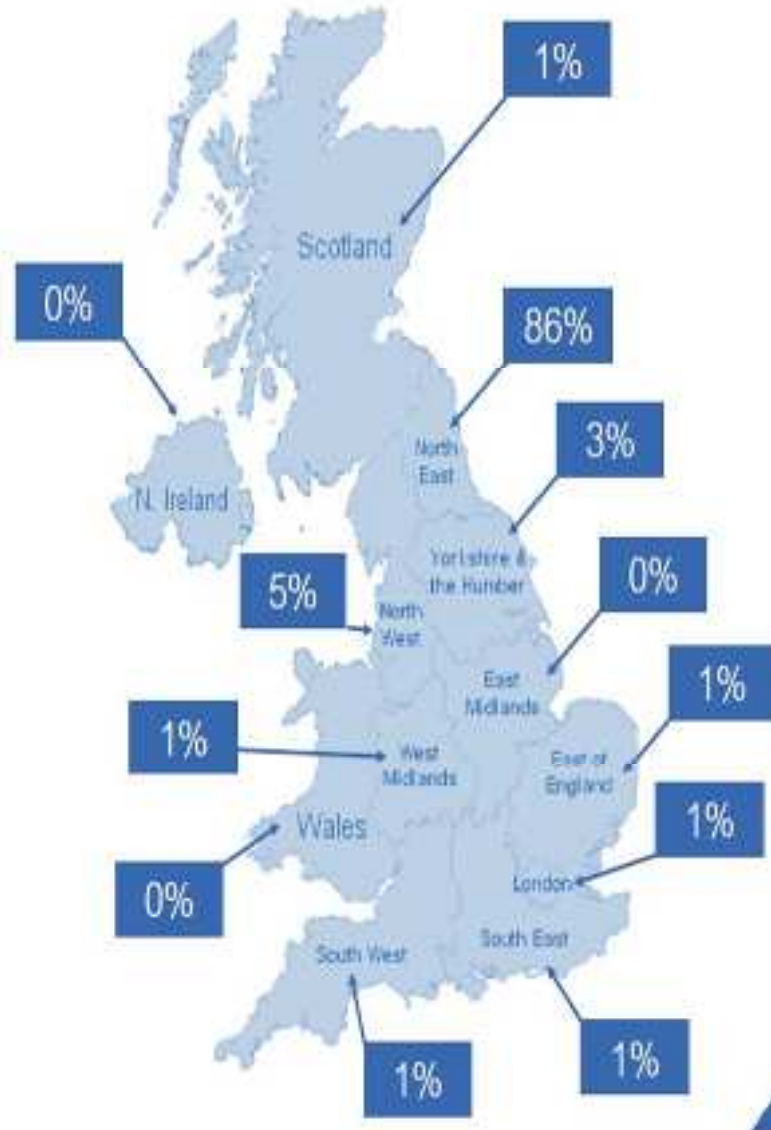




**-28 July 2019**

**10,000 visitors**

**Visitor Data**



- Visitors travelled from across the UK
- 63% of visitors were Sunderland residents
- 12% of visitors were on their first visit to the event
- 19% of visitors stayed overnight, staying on average for 4 nights
- 89% said the event was the main reason for their visit to Sunderland



95% visited with  
family and/or  
friends

48% of visitors  
had a household  
income of over  
£45,000

85% of visitors  
were aged  
between 18 and  
55

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- 44% of visitors gave their overall experience 10 out of 10
  - 57% of visitors said the event exceeded their expectations
  - **100%** would visit Sunderland Airshow again
  - **100%** would recommend the event to family and friends

## Visitor Data

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“Well  
Organised”

“Great spending  
time with family”

“Loved seeing the beachfront  
alive and full of people”



## Economic Impact

- £42.82 - Resident spend
- £36.75 – Day visitor spend
- £133.81 – Overnight spend

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- £11.5m – Direct Event impact
  - £5.3m - GVA



**November –  
December 2019**

**Mowbray Park**

**10000 Visitors**

**Visitor Data**

- 40% of visitors were Sunderland residents
- 55% of visitors were from the wider North East region
- 81% said the event was the main reason for the visit to Sunderland
- 74% of visitors had been to the Festival of Light in previous years
- 27% were first time visitors
- 87% of visitors preferred Mowbray Park to Roker Park as the event location

“Great for kids”

“Lights are  
pretty and lots to  
see”

“Great to see so many  
people having fun”





81% of visitors said the event exceeded their expectations.

94% of visitors rated the event 7 out of 10 or above

91% of visitors thought ticket prices were value for money

## Visitor Data

- 33% of visitors had a household income over £36,000
- 99% visited with family and/or friends
- 98% would visit the event again in the future
- 98% would recommend the event to family and friends
- 85% of visitors agreed that Sunderland is a place that delivers events worth returning for



## Event Impact

- 47% visited / planned to visit Keel Square Ice Rink
- 46% visited / planned to visit Bridges Shopping Centre
- 30% visited / planned to visit Sunderland Empire
- 28% visited / planned to visit Hadrian's Tipi



## Economic Impact DL

- £8.75 - Resident spend
- £11.03 – Day visitor spend (excluding resident)
- £45.81 – Overnight spend

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- £534k – Direct Event impact
  - £162k - GVA



# 2019 Events



135 events took place on Council owned land

634,500 people visited or took part in events in 2019

49 events led by the City Council,

35,500 took part in sport and physical activity events



# LAMPLIGHT

*Festival*

**8-9 AUGUST 2020**



# 2020 Events

BIG Indoor Festival	18 February
Sun City Duathlon	15 March
Penshaw Bowl	9 April
Tunstall Hill Easter Ceremony	10-13 April
Walk for Autism	17 April
Sunderland 5k, 10k and Half Marathon	9-10 May
BIG 3k Run	10 May
Waldrige Fell DTS Dog Show	19-26 May
Washington Classic Car Show	25-26 May
Scrantastic Food Festival	30-31 May
Race For Life	31 May
Let's Rock the North East	6 June
Sunderland Care & Support Walk	12 June
Seaburn Classic Car Show	14 June
BIG Bike Ride	14 June
Hetton Carnival	20 June
West Area Lets Get Digital	25 June
Armed Forces Weekend	26-28 June
Sunderland Food & Drink Festival	26-28 June
East End and Hendon Festival	27 June



# 2020 Events

Bottoms Up Cup	5 July
BIG Family Bike Festival	5 July
Kubix Festival	10-11 July
BIG Walk	19 July
Sunderland Airshow	24-26 July
BIG Community Sports Festivals	29 July, 5 & 12 August
Sunderland Kite Festival	1-2 August
Hetton Lyons Triathlon	1 August
Lamplight Festival	8-9 August
Soapbox NE/Funtopia	15-16 August
BIG Summer Sports Finale	19 August
Sunderland River Festival	22-23 August
Rotary SR1 Dragon Boat Race	30 August
FOHCP Community Day	5 September
Houghton Feast	2-5 October
BIG Indoor Sports Festival	28 October
Remembrance Service and Parade	8 November
Christmas Light Switch On	19 November
Festival of Light	TBC

**Any Questions ?**

