

The economic impact of Sunderland signature events 2018

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Head of Events**

Sunderland Illuminations and Festival of Light

18th October – 18th November 2018

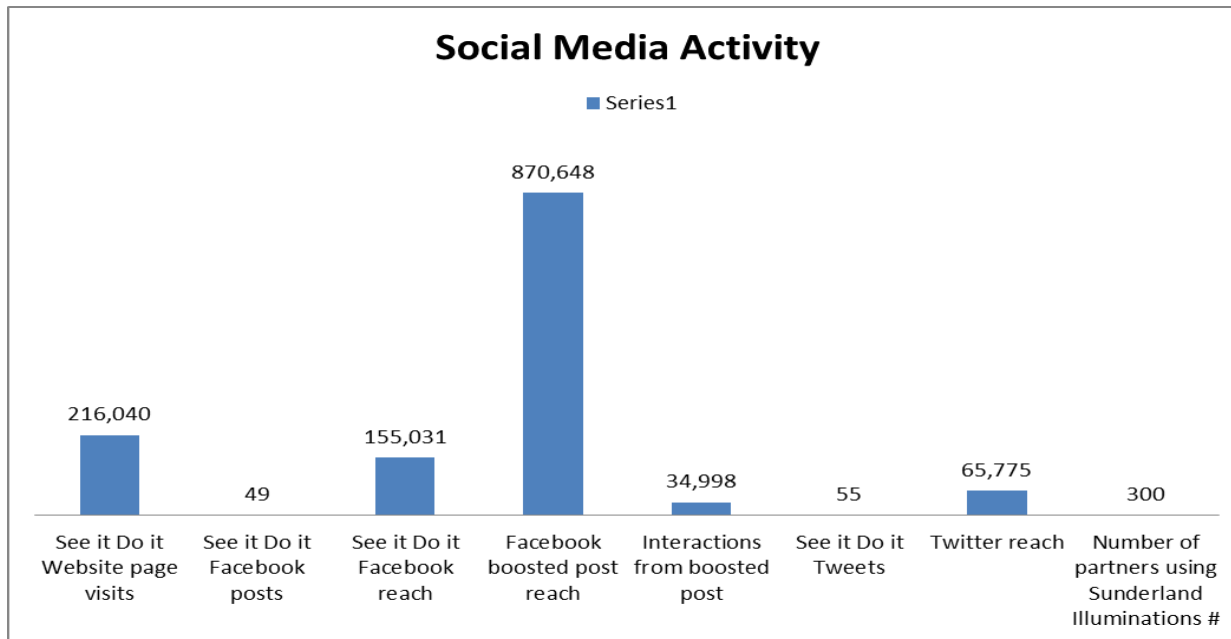


In the region of 150,000 visitors



Media & Social Media

- The event was attended by regional media outlets and received regular coverage throughout, in print and broadcast media
- On-site visitors included reporters from:
 - BBC Newcastle
 - Made in Tyne and Wear television
 - Sun FM
 - Spark FM
 - Evening Chronicle / The Journal / Sunday Sun
- National newspaper coverage included The Times Sat 4 November

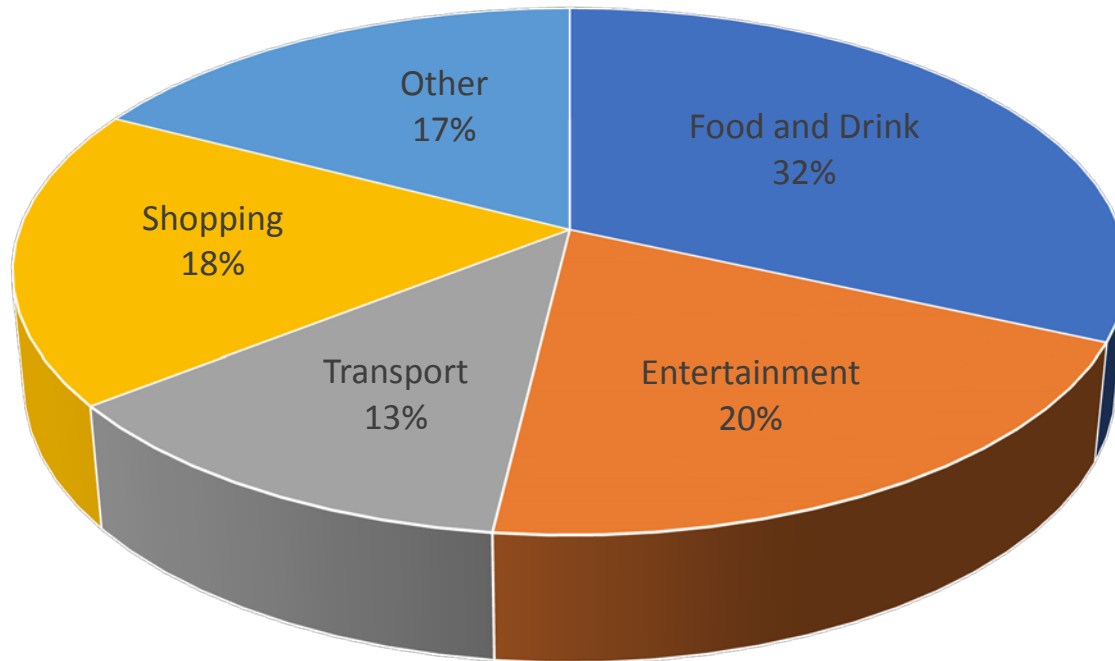


Visitor Profile

- Visitors are from the North East
- 76% aged between 18 and 55
- 30% of visitors attended with other members of the family
- 34% first time visitors to the event
- 99% of visitors would return in future years
- 98% would recommend to family and friends
- 51% stated the event was the main reason for visiting Sunderland
- 60% travelled by car
- Websites, social media, newspapers and advice from friends and relatives were the main sources of information
- 77% rated the event 8 ,9 or 10 out of 10

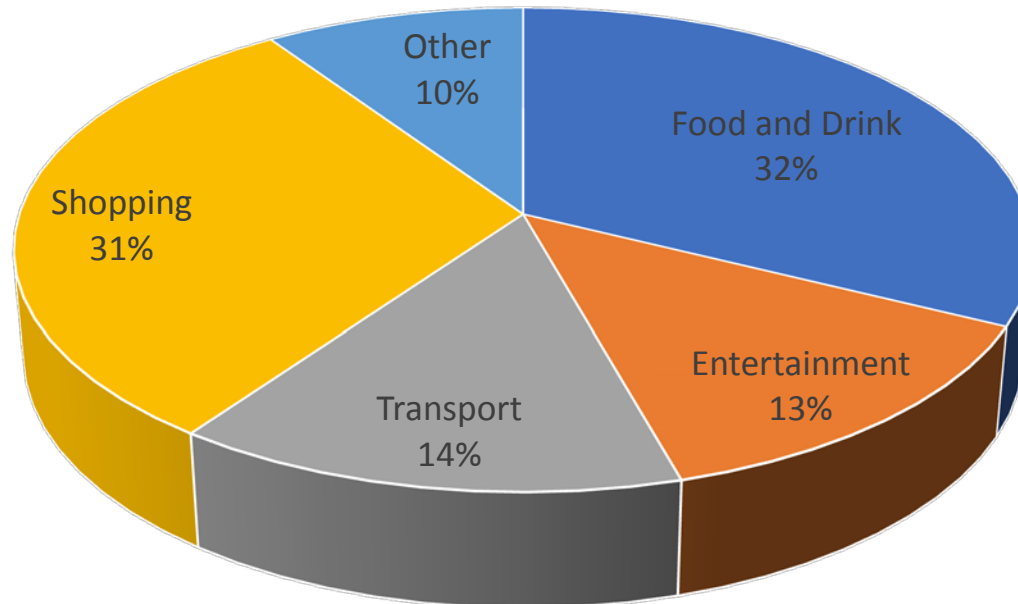
Average Expenditure - Sunderland residents

£30.95 per person



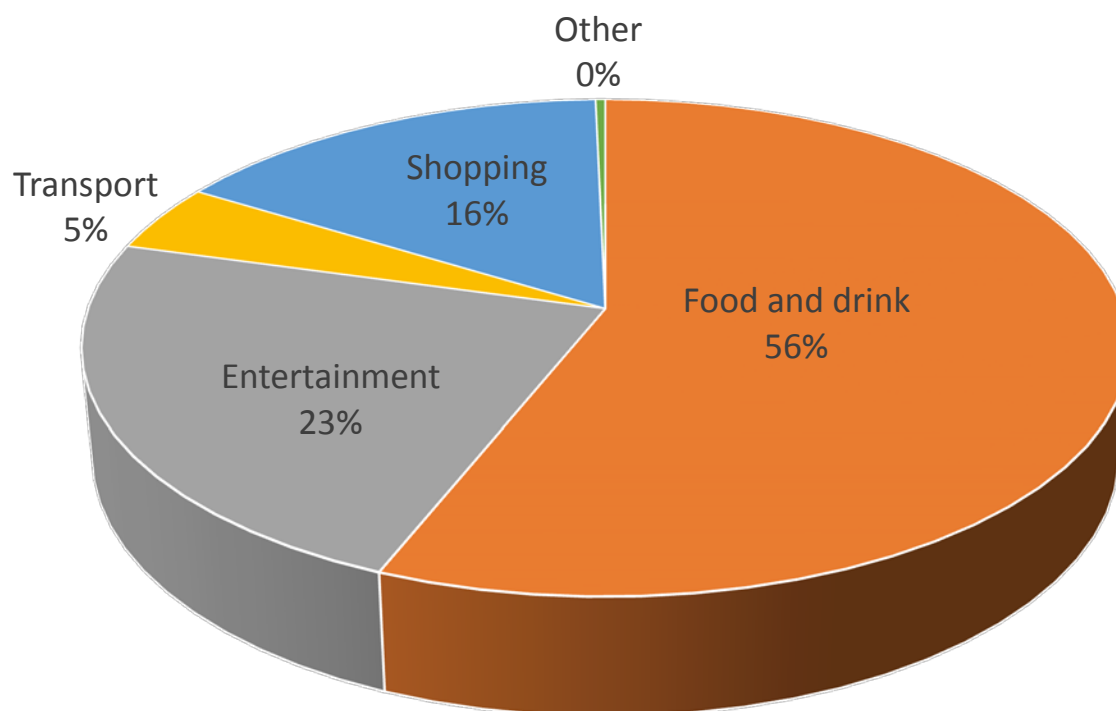
Average Expenditure Non resident visitors

£50.58

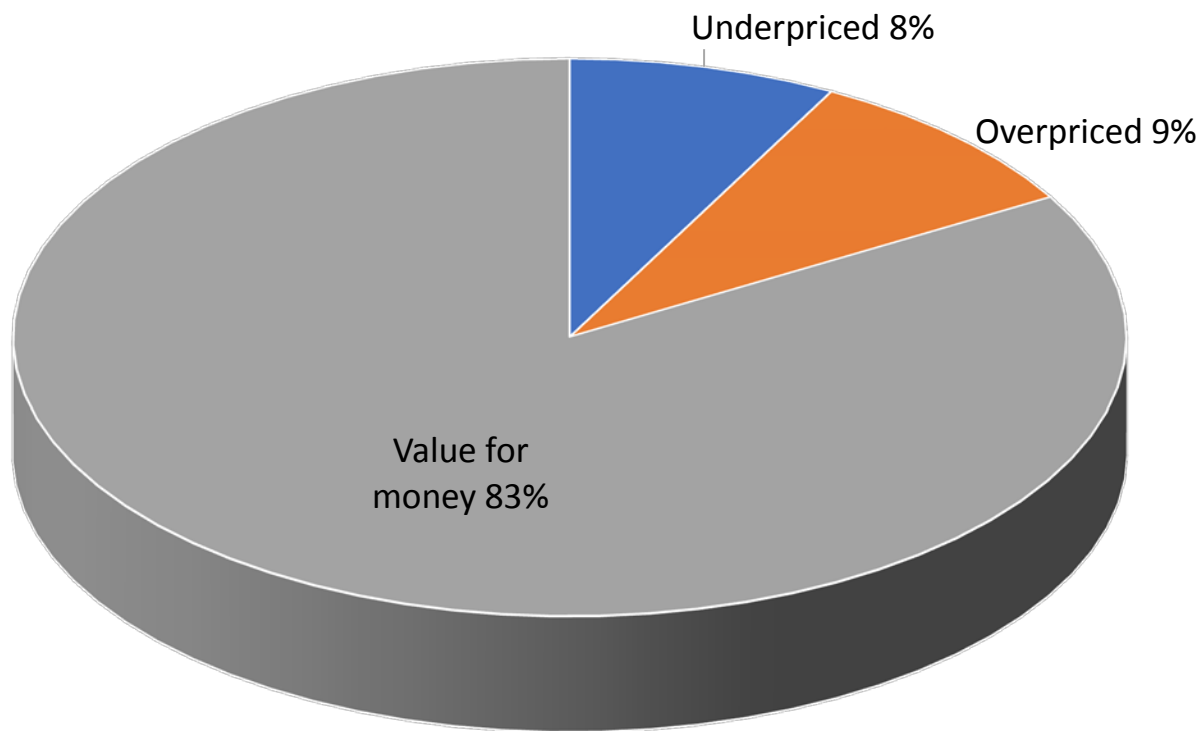


Average Expenditure First Time Visitor

£73.56



Roker Park - Value for money



What did visitors like most?



The financial impact from Sunderland Illuminations and Festival of Light



Contribution to Sunderland's Economy £ 8.5m

Any Questions ?