

## Edinburgh's Christmas and Hogmanay Economic Impact - Executive Summary

Edinburgh's Christmas	Edinburgh's Hogmanay
44 days duration	3 days duration
699 randomly sampled face to face interviews over the period 24th November 2014 to 3rd January 2015 excluding the period 30 <sup>th</sup> December -1 <sup>st</sup> January	1,405 event attendees responded to an online post-event survey
2,865,493 attendances 886,651 unique visitors. <sup>1</sup>	150,000 attendances 80,908 unique visitors.
£118,806,689 direct economic impact to Edinburgh was achieved from visitor, performer and organiser spend	£24,896,475 direct economic impact to Edinburgh was achieved from visitor, performer and organiser spend
£199,595,238 of new output to Edinburgh when 'advance impact' multipliers are applied	£41,826,077 of new output to Edinburgh when 'advance impact' multipliers are applied

### Calculating Economic Impact

The Direct Economic Impact of an event is defined as the net economic change within a host economy that is directly attributable to the staging of the event. It is composed of Organiser Spend, Performer Spend and Visitor Spend.

Organiser Spend refers to spending in a host economy by event organisers, that is directly attributable to their staging of an event. Performer Spend refers to spend by the event organiser on performers, excluding performance fees. In the case of Edinburgh's Christmas and Edinburgh's Hogmanay, figures for Organiser and Performer Spend were provided by the event organisers.

Visitor Spend refers to additional expenditure within a defined geographical area from event-related visitors such as spectators and attendees. We excluded the spending of individuals who are normally resident in Edinburgh, whose spending would have happened regardless of the events taking place. We asked visitors from outside of Edinburgh how important Edinburgh's Christmas or Hogmanay had been in their decision to visit Edinburgh. We included only those visitors who stated that attending the events was the only reason or one of the main reasons for their visit, and excluded all other visitors from our study. With these exclusions made, it was on the spending patterns of the remaining visitors that Direct Economic Impact was calculated.

<sup>1</sup> Unique visitors – the number of attendees once repeat visitors are removed from the calculation

In the case of Edinburgh's Christmas and Edinburgh's Hogmanay, the event organisers provided information on the total number of visits/attendances. Primary research was used to account for repeat visits and extrapolate the number of unique visitors represented; the specific methodologies used for each event are detailed below. In the case of Edinburgh's Christmas, primary research was also used to ensure the exclusion of those who were merely passing through the event sites, and to eliminate double-counting of individuals who visited both event sites. Visitors' spending patterns were then sampled, averaged and upscaled to reflect the spending pattern of the overall 'event population'.

Once the Direct Economic Impact is established, 'Advance Impact' multipliers are used to assess the extent to which increased spending in the host economy produces subsequent benefits for that economy. The output multiplier measures the impact on the total business turnover generated by the event in the host economy. The multipliers used in these studies are taken from Scottish Tourism Multiplier Study 1991 adjusted for inflation.

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