

Celtic CONNECTIONS 2012

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ECONOMIC IMPACT OF CELTIC CONNECTIONS REMAINS HIGH AS FESTIVAL ATTRACTS MORE INTERNATIONAL VISITORS

The **economic impact** of Celtic Connections remained high in the midst of the global economic downturn in 2011, a market research study carried out by **Culture Sparks** has revealed. The festival generated an economic impact of **£7.6m** for Glasgow and **£3.1m** for Scotland. Celtic Connections enjoyed an extremely successful 18th festival in 2011, with over **£1m ticket sales** and attendances topping **100,000**.

The festival boosts the local economy and tourism industry in the normally quiet post-festive period. Celtic Connections saw an increase in visitors from outwith Scotland, with **6%** of the audience visiting from the rest of the UK and **10%** coming from overseas, with **26%** of festival fans accompanying their visit to Celtic Connections with an overnight stay. An impressive **85%** of visitors stated that attending Celtic Connections was their sole or main reason for visiting Glasgow, and **83%** said that they would like to come back in 2012.

Festival fans attended an average of **3.5** events, and respondents to the survey were overwhelmingly positive about the variety and quality of both music and venues.

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For further information please contact:

Celtic Connections Press Office

Tel: 0141 353 8070 www.celticconnections.com/media

Notes to editors:

Celtic Connections 2011 generated a direct economic impact of £4,655,156.85 for Glasgow and £1,240,450.76 for Scotland. When standard industry multipliers are applied, Celtic Connections generated £7,587,905.67 of new output to Glasgow and £3,117,881.15 for Scotland. This has resulted in 98.92 new jobs for one year in Glasgow and 56.06 new jobs for Scotland.

Objectives for the Celtic Connections Economic Impact Survey included providing visitor profiles of attenders to the festival, quantifying visitor spend, understanding visitor

perceptions of Glasgow and Scotland as destinations and evaluating the impact of current marketing strategies and tactics.

Culture Sparks undertook quantitative research, specifically face-to-face interviews with visitors to gather the required research information. Other data was also examined to calculate additional impact figures. The visitor economic impact is based on results from the 329 interviews, which were conducted over the period of the festival as well as ticket sales data provided by festival organisers.

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