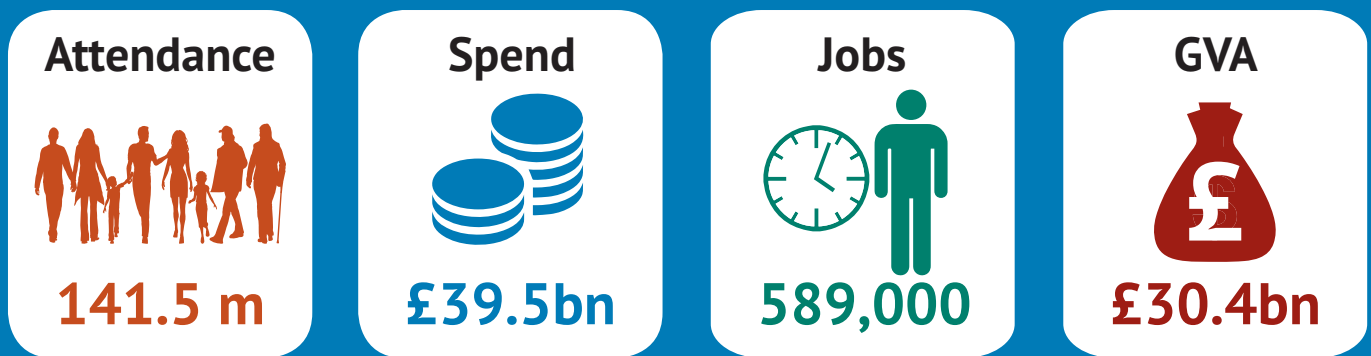


## VALUE OF OUTDOOR EVENTS 2018 (UK)

Dr Caroline Jackson, Professor Adam Blake, Jon Hibbert

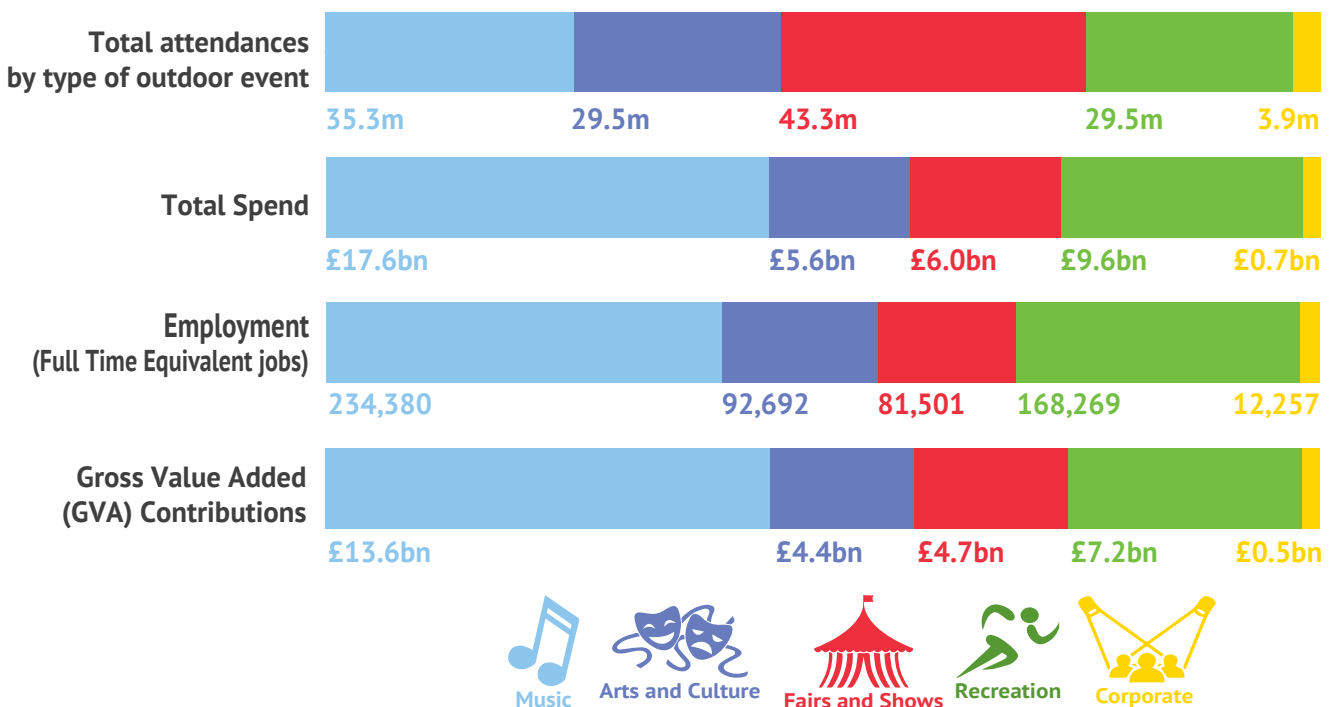
There were 141.5 million visits to outdoor events in 2018, with a total on-site and off-site spend of £39.5bn. Through incomes earned at events and elsewhere, this contributed £30.4bn in Gross Value Added (GVA) to the UK economy, and provided 589,000 full-time equivalent jobs.



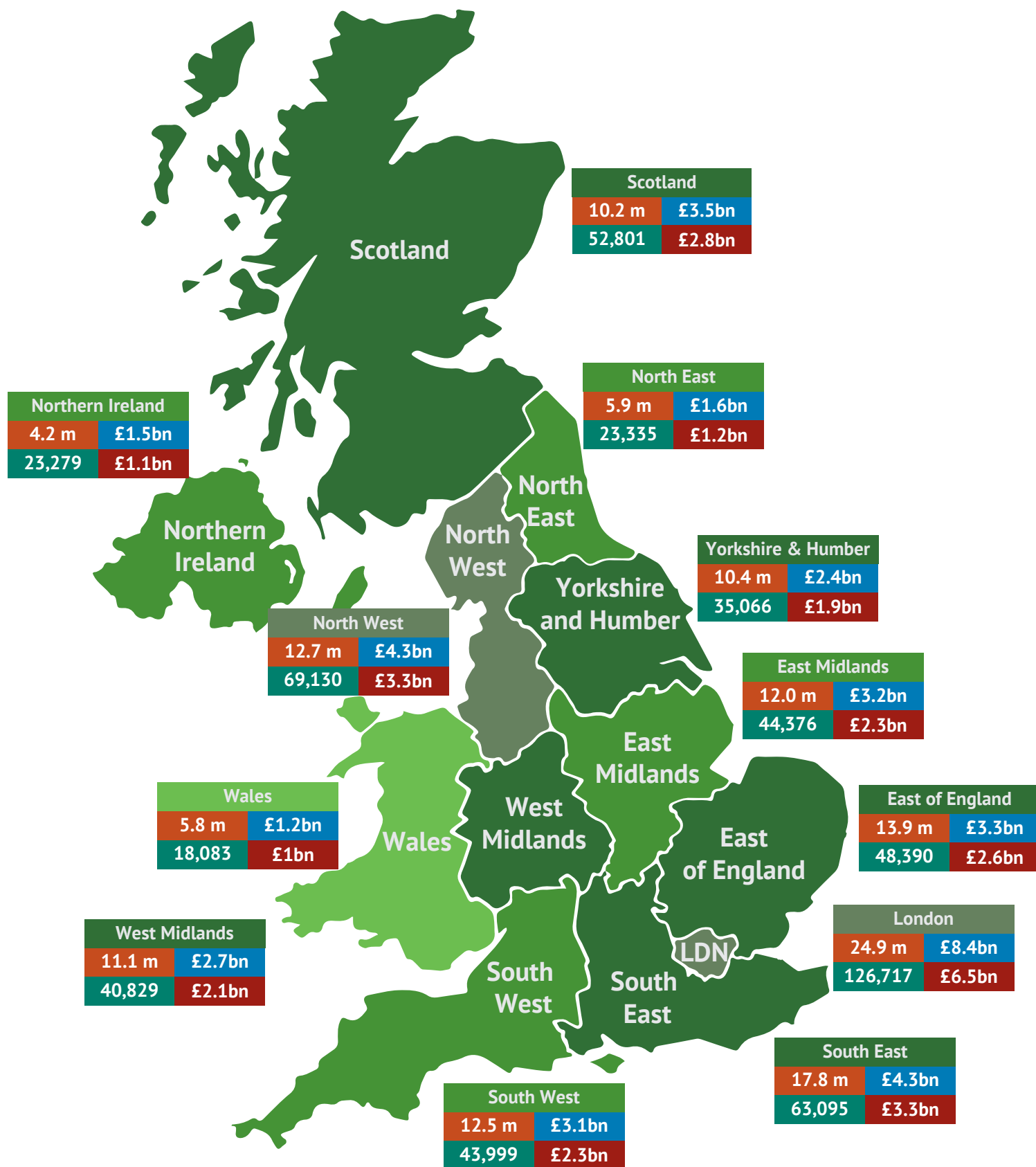
The main findings of this study demonstrate the economic and sociocultural contribution that outdoor events made to the UK economy in 2018. Measuring the economic contribution of the outdoor event sector was based upon the spending behaviour of a representative sample of UK residents going to different types of outdoor events in 2018.

The total spend of £39.5bn includes the purchase of different services and goods both on-site and off-site. Purchases of each of these products lead to incomes being earned and jobs being generated in the businesses supplying them and in their supply chains, with a total of £30.4bn being earned because of spending at, or going to, outdoor events. This provided 589,000 full-time equivalent jobs across the UK economy.

### Economic contribution by type of outdoor event



## Geographical spread of outdoor events



The largest region for outdoor event attendances was London, with 18% of attendances and 21% of total outdoor event spend. Other regions of England add up, however, to make up the majority of outdoor event attendances (68%) and spend (63%).

Spend per visit is highest in Northern Ireland (£354), Scotland (£348) and North West England (£338) and lowest in the East Midlands (£191), Wales (£212) and Yorkshire (£231). These differences are a combination of prices at the event, type of event and travel costs.

The outdoor event sector covers a diversity of types of event for a variety of people and organisations. What brings them together are the challenges of being temporary in structure, as well as in time, and their openness to the vagaries of the weather.

## Type of outdoor events



Music events include any outdoor event where the core content or programme is music, of whatever genre. 45% of all outdoor event spending was by people going to music events. Outdoor music events provide the highest Gross Value Added and employment figures, but their geographical contribution is heavily weighted to London.



Arts and cultural events are those where the core content is creative and cultural in essence, such as events involving performing arts, film, pyrotechnics, aeroplanes, food, literature, politics.



Fairs and shows include any outdoor event where the main aim is to showcase the content/for trade and promotional reasons, such as country, agricultural and horticultural shows, steam rallies, fun-fairs, dog shows and non-permanent markets. Many of these types of event do not have an entrance fee and so have a higher proportion of visitor figures than their contribution to spend and GVA. It is this type of outdoor event that has contributed to a change in seasonality of outdoor events, with sizeable attendances at Christmas and New Year events.



Recreation includes outdoor events where the main element is physical activity involving the majority of the participants. There may be spectators, but the main emphasis is on the participants. These events encourage overnight stays and, therefore, greater spend per event than all other types of events, except music. They have an entrance fee and contribute 24% of the overall spend on outdoor events.

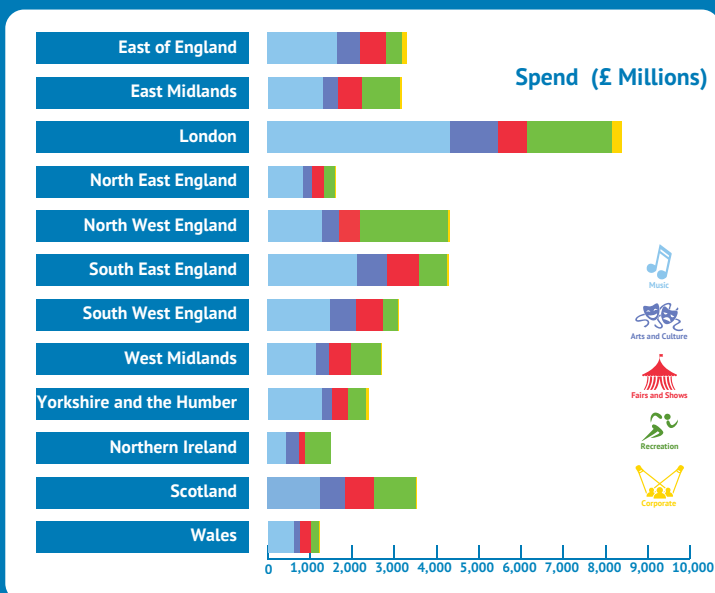
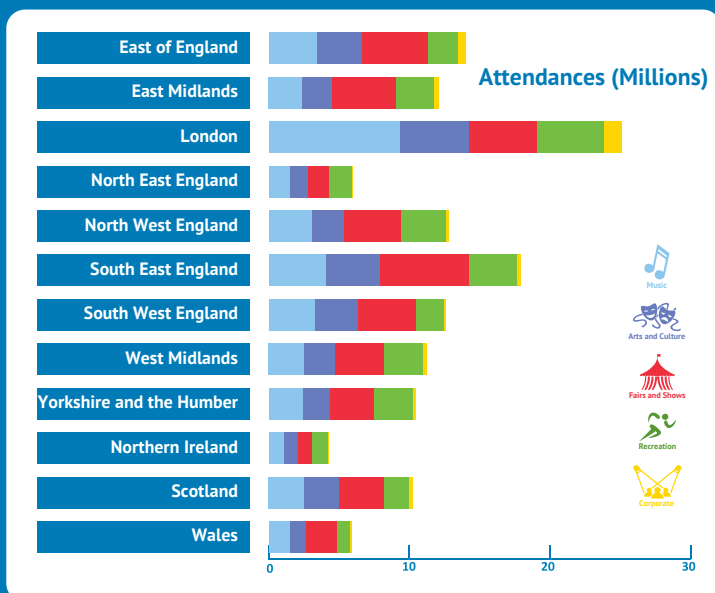


Corporate events have the main aim of bringing people together for corporate or business reasons, such as outdoor product launches, experiential and team-building events. London was the largest location for public corporate events. Whilst these types of events had less of a share of the overall outdoor event market, they still make a recognisable contribution to the overall market.

London has the highest number (25%) of music event attendances in the UK and 34% of corporate events. South East England has the highest number (15%) of fair.

The contribution to each region varied by type of outdoor event attended and the spend. Music events therefore contributed most to each nation and region, except for the North West of England where recreational outdoor events contributed the most by spend per visit.

## Attendances and spend by type of event for each nation and region



## Sociocultural significance of outdoor events

Outdoor events were seen as providing entertainment and an opportunity for all to engage with the particular form of activity at the event (e.g. music, art, physical activity or nature) as well as being important for the local economy. They were also seen as a source of community spirit and pride, helping to create a positive image for the location and helping to safeguard heritage and traditions. Overall, 60% of respondents believed that outdoor events were very important to them.

### Agreement with statements

- 84% *I am satisfied with outdoor events as an attendee*
- 80% *Outdoor events are creative and attractive*
- 79% *The activities at outdoor events are of good quality*
- 77% *The layout of outdoor event sites are clear and accessible*
- 72% *Outdoor events are safe and secure*
- 72% *Staffing levels at outdoor events are adequate*

## Outdoor events

- 86% *provide great entertainment for those attending*
- 81% *provide additional customers for local businesses*
- 80% *create a positive image for the community/destination where they are located*
- 79% *create a sense of community spirit and pride for those attending*
- 78% *offer invaluable opportunities for engagement with particular activities*
- 78% *are an important part of our heritage and traditions*
- 77% *offer a feeling of optimism and joy for all involved*
- 75% *are inclusive and enable all those who wish to attend to do so*
- 70% *create a sense of community spirit and pride for local residents*

The areas of concern, for a minority of people, are around the acknowledged issues of congestion (24%), antisocial behaviour (15%), waste (11%) and over commercialisation (13%). Coping with weather conditions (21%), given the nature of outdoor events, was also seen as an area of challenge. These identified issues are ones that event organisers need to bear in mind in their planning.

## Managerial implications

People have positive perceptions about the management of outdoor events and how they affect them, their communities and the wider society and economy. 84% of respondents agreed, or strongly agreed, that they were satisfied with the outdoor events that they attended.

There was also general agreement that outdoor events are creative and attractive and offer good quality activities. This quality is related to the good design and layout of events which make them accessible, safe and secure. Staffing levels at events were also deemed as adequate.

*This is a summary of Bournemouth University's report for the Events Industry Forum on the economic and sociocultural contribution of public outdoor events in the UK.*

*Based upon a UK-wide representative population survey with 4,463 respondents, this study measures the contribution that outdoor events made to the UK economy in 2018. It is important to know how much outdoor events are worth to the economy because they support so many businesses and people's employment and this needs to be safeguarded and nurtured. It is also essential to understand their contribution to the fabric of our communities and to each of us personally.*

*Event economic contribution measures the gross value added (GVA) and employment that exists because of events. This treats events as a demand-side activity in a manner consistent with the treatment of tourism in tourism satellite accounting. All expenditures of visitors to (in this case, outdoor) events were accounted for, with the direct and indirect contributions to GVA and employment counted at each stage.*

*The full Report is downloadable free of charge at [www.eventsindustryforum.co.uk](http://www.eventsindustryforum.co.uk)*

*This project has been undertaken by The Events Industry Forum, a trade body representing UK outdoor event industry, with funds raised from publishing The Purple Guide, which is widely recognised as the 'Bible' for outdoor event management. [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk)*