

VALUE OF OUTDOOR EVENTS 2018

Measuring the economic and sociocultural contribution of outdoor events in the UK

Attendance



141.5 m

Spend



£39.5bn

Jobs

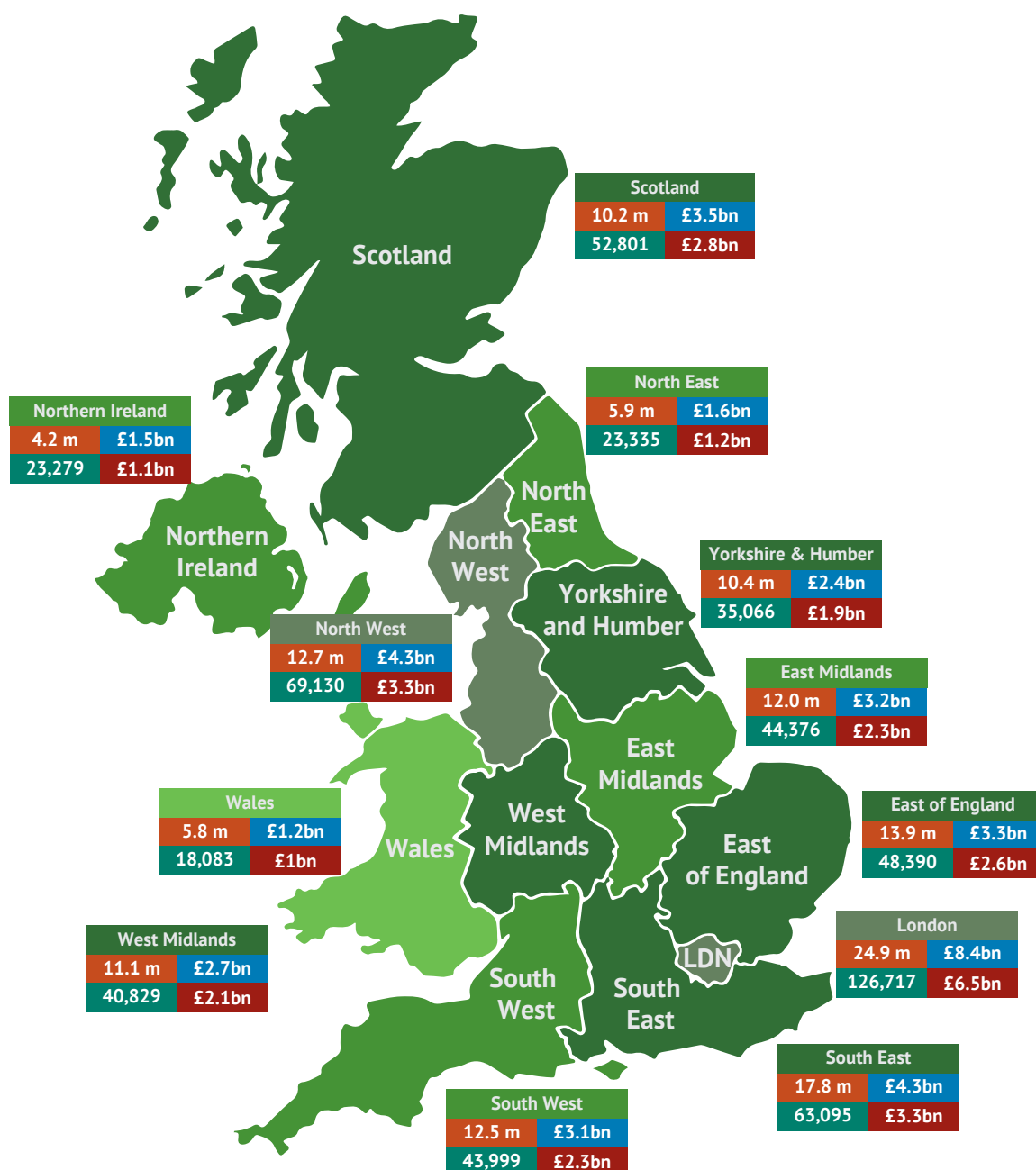


589,000

GVA



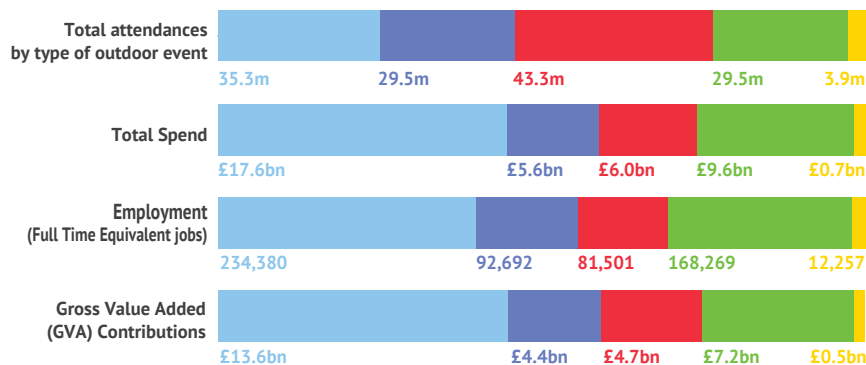
£30.4bn



Motivations for attending outdoor events

- 87% Great entertainment
- 82% Opportunity for friends and family to get together
- 73% Opportunity to socialise with like-minded people
- 72% Offer an escape
- 60% They are very important to me

Economic contribution by type of outdoor event



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.