

## ENLIGHTEN 2013 - KEY FINDINGS

### 1.1 Introduction

The third annual Enlighten event, “see Canberra in a whole new light”, was staged over nine nights focussing on the weekends of 1 to 2 March and 8 to 9 March 2013. Managed by Events ACT on behalf of the ACT Government, this year’s Enlighten again used the city’s national attractions as a centrepiece of the event. The event featured large-scale architectural lighting projections on selected national attractions and after dark experiences inside the attractions, which included 52 free and ticketed events such as blockbuster exhibitions and rare films, architectural projections, live music and performances, stand-up comedy, tours into the depths of the national attractions, exclusive dining experiences and more. Two defined outdoor entertainment precincts were lit to illuminate the event venues and surrounding common domain areas, and incorporated local food and wine tastings, eateries, art and music.

Ernst & Young has been commissioned by Events ACT to estimate the economic impact on the ACT as a result of staging Enlighten in Canberra. In addition, we have also been requested to report on event market research performed on patrons that attended Enlighten.

### 1.2 Economic impact

Staging Enlighten from 1 to 9 March 2013 in Canberra increased the Australian Capital Territory’s Gross Territory Product (GTP) by the following:

Table 1: Estimated increase in GTP attributable to Enlighten

	Enlighten 2013	Enlighten 2012	% Change 2012 vs 2013
Increase in direct expenditure	\$0.65m	\$0.3m	+116%
Increase in GTP	\$0.95m	\$0.42m	+126%

### 1.3 Attendance and visitor numbers

Total gross attendance by patrons at the event was 115,031. This includes attendances at ticketed events, non-ticketed (free) events and at the entertainment precincts.

Table 2: Total gross attendance by patrons at the event was 115,031. This is broken down as follows:

	Enlighten 2013	Enlighten 2012	% Change 2012 vs 2013
Attendance at paid ticketed events	7,149	5,520	+29.5%
Attendance at non-ticketed (free) events at attractions	40,513	9,422	+329%
Attendance at free outdoor entertainment precincts	66,500	14,495	+358%

Based on detailed surveying of patrons conducted by Newspoll over three nights of the event, and information provided by Events ACT, the estimated number of interstate and international visitors to the Australian Capital Territory as a direct result of Enlighten being staged is summarised in the following table. These visitor numbers include patrons and accompanying persons that came to the Australian Capital Territory specifically for Enlighten or extended their stay because of it, as well as other event specific attendees such as performers, media, caterers, contractors, etc.

Table 3: Summary of interstate and international visitors

Visitor type by origin	Interstate	International	Total visitors
Specific & extend stay “overnight” patrons & accompanying persons	871	264	1,135
Specific “day tripper” patrons & accompanying persons	943	6	949
Performers	77		77
Media	3		3
Other (caterers, suppliers and contractors)	32		32
Total interstate and international visitors	1,925	270	2,195

## 1.4 Media

Media coverage in the lead up to, during and post the 2013 event was extremely positive, with the event’s broad and diverse program appealing to greater audiences as confirmed by the attendance figures provided this year.

A total of 301 media reports (including syndicated broadcast content) were analysed during this period. This coverage reached a cumulative potential audience/circulation of 5.5 million people and had an advertising space rate of \$1.1M an increase on last year of 35% (\$800k in 2012).

## 1.5 Other event market research

Figure 1 provides a summary of Enlighten.

Figure 1: Summary of other market research results for all attendees surveyed at Enlighten

