



THE EVENTS ECONOMIC IMPACT MACHINE

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Major event impacts

Economic

Environmental

Social

Cultural

Tourism

Sporting

Assumptions

- Economic impacts happen automatically
- We know how to measure the economic impacts of events
- Displacement is a bad thing

Impact Infrastructure



Measurement

Event	Location	Author	Multiplier values
Brisfest	England	Oyewo (2010)	1.26
V Music Festival	England	A Greener Festival (2007)	1.44
Yorkshire Festivals	England	European festivals Association (2008)	1.59
Edinburgh International festival	Scotland	BOP consulting (2011)	1.77

“it is clear ... that even small variations in these values can have dramatic effects on calculations of the economic impacts of events.” (Kennell et al 2015)

Embrace displacement

- Displacement happens
- Displacement happens in time and space
- Time – create nested Events portfolios
- Space – work in partnership with other destinations



Event Impact Machines

- Every destination needs to create its own economic impact machine.
- From the outside it might look strange
- It should bring together
 - The politics of place
 - Impacts infrastructure
 - Methods of measurement
 - Displacement management

- Local accountability
- Relevance to citizens
- Produce and measure the impacts that matter



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