

FESTIVALS 2022 – ACTIVITY SUMMARY

INTRODUCTION

Edinburgh’s eleven major festivals (described in Table 1) take place throughout the year, bringing cultural, social, employment and economic benefit to the citizens of the city and region. This brief overview highlights their 2022 activity in individual summaries presented in date order. The data contained in this report was provided by the City of Edinburgh Council from submissions made to them by the individual festivals listed above.

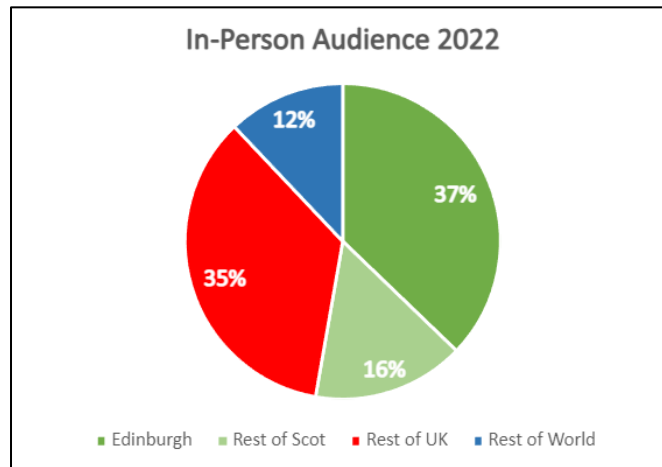
Table 1: Edinburgh’s Eleven Festivals, by date.

Festival	2022 Dates	Brief Description
Spring Festivals		
Edinburgh Science Festival	9 - 24 April	The world’s first science festival and one of Europe’s largest
Edinburgh International Children’s Festival	7 – 15 May	World renowned children’s festival presenting exceptional theatre and dance for young audiences
Summer Festivals		
Edinburgh Jazz & Blues Festival	15 – 24 July	The UK’s largest independently run jazz and blues festival
Edinburgh Art Festival	28 July – 28 August	The UK’s largest annual festival of visual arts, including a programme of public realm commissions
Royal Edinburgh Military Tattoo	5 – 27 August	An iconic Edinburgh institution and one of Scotland’s leading cultural brands
Edinburgh International Festival	5 – 28 August	Founded in 1947, the world’s leading performing arts festival, featuring the finest performers in dance, opera, music and theatre
Edinburgh Festival Fringe	5 – 29 August	One of the world’s great celebrations of performing arts, with a purpose to give anyone a stage and everyone a seat, inspiring a global movement of 300 Fringe Festivals
Edinburgh International Film Festival	12 – 20 August	The world’s longest continually running film festival, emphasising new talent, discovery and innovation
Edinburgh International Book Festival	13 – 29 August	A world leading celebration of books and ideas
Autumn/Winter Festivals		
Scottish International Storytelling Festival	14 – 31 October	Inspired by Scottish tradition and centered around the world’s first purpose-built centre for storytelling
Edinburgh’s Hogmanay	30 December – 1 January	Edinburgh’s iconic New Year party, highlighted as one of the ‘top 100 things to do before you die’

OVERVIEW

Edinburgh’s major international festival platforms enabled the return of live arts at remarkable scale in 2022, with Fringe tickets selling at 80% of 2019 levels and International Festival ticket numbers only 7% down against 2019. Presentation of work in innovative hybrid live/digital formats including at the Book Festival and International Festival was positive for accessibility but costly and without a proven business model.

Industry professionals seeking new work and collaborations returned in strong numbers. This comeback of artists and industry strongly supports renewal of livelihoods and touring for independent freelance creatives and arts companies, and the regrowth of jobs for the city’s 44,000 arts, recreation, and hospitality workers.



Local citizens remain the core audience – with Edinburgh residents forming the single biggest group of ticket buyers. Over 60,000 free tickets were also made available to residents, alongside community-led programming such as the Art Festival’s Wester Hailes Community Wellbeing Collective, Citizen Writers’ Group at the Book Festival, and Film Festival Young Programmers’ takeover of Film in the City.

Total ticket sales were estimated to reach around 75% of 2019, with overseas audiences not significantly down on 2019 though North American numbers held up better than East Asia due to Covid travel restrictions and strength of US dollar.

Table 2: Attendances and Attendees at Edinburgh’s Festivals

Year	Attendance	Attendees	Attendances per Attendee
2010	4,272,000	1,008,000	4.2
2015	4,538,000	1,071,000	4.2
2022	3,237,000	701,000	4.6

The table above shows the total attendances and the number of unique attendees for the 2010, 2015 and 2022 studies. The data for attendances has been provided by the individual Festivals. The number of attendees is derived from the survey data on the number of events attended – per visitor type. [Source: BOP Consulting 2023]. The slight variation between the numbers presented above for 2023, as against the total attendances listed in subsequent pages of this report [3,170,948] can be explained as being one of timing: submissions to City of Edinburgh Council had to be made before full reconciliation of numbers had been undertaken.

INDIVIDUAL FESTIVAL REPORTS

Edinburgh Science Festival [9 – 24 April 2022]

The 2022 Edinburgh Science Festival showcased a diverse programme of live exhibitions and events. This year we had 21 STEAM events made up of 4 Artwork/Instillations, 14 exhibitions, one film and two shows as well as 30 hands-on workshops and 16 themed activities.

Highlights included:

- Datasphere exhibition at the National Museum of Scotland, exploring data and how it is used in everyday life. Interactive content included a digital map tracking changes in air quality across Edinburgh, and two new art installations from Scottish artists Biological Clock and Human Automatart.
- Consumed, an impactful interactive exhibition on our need to consume and the impact this has on the planet. Consumed was designed to be fully interactive, allowing for audiences to engage with the exhibition and explore small changes they can make in their everyday lives. This was later taken on tour by Zero Watse Scotland to 5 cities across Scotland including Edinburgh for a second time.
- Wild Scotland, our free outdoor photo exhibition on Portobello Promenade, allowing us to reach local audiences outside of the City Centre. The exhibition included Where Next?, the winning image from our primary school photography competition.
- This year's Edinburgh Medal, awarded to Founder and Chief Executive Officer of the Conservation Through Public Health Dr Gladys Kalema-Zikusoka, who is a pioneer in community-led 'One Health' approaches to conservation. An increased focus on community engagement, delivering bespoke guided tours of our main exhibitions to local community groups (including Children's Holiday Venture, Citadel and Canongate Youth)
- With our programming partners and venues Dynamic Earth, Edinburgh University, Summerhall, Royal Botanic Gardens and City Art Centre we displayed new and commissioned artwork and exhibitions across the city.

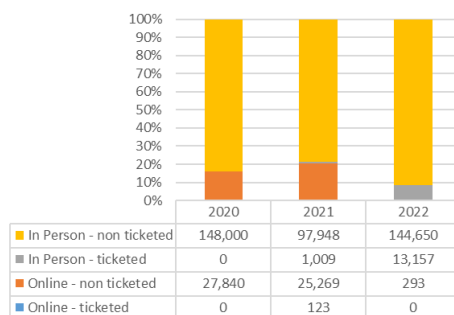
Creative partners and activities:

- 18 photography partners
- 15 Artists and producers
- 3 Films
- 10 Tours and self-led trails around Edinburgh and beyond

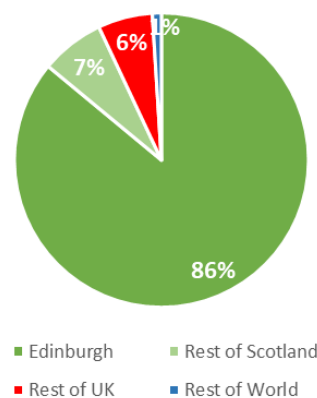


ONLINE BOOKING: SCIENCEFESTIVAL.CO.UK BOOKING HOTLINE: 0131 226 0005

Audience Numbers



In-Person Audience 2022



Edinburgh International Children's Festival [7 – 15 May 2022]

A performance programme of 12 exceptional shows from around the world, including six Scottish shows. This included Sound Symphony by Scottish artist Ellie Griffiths and Oily Cart, a sensory performance made for and with autistic young people. Highlights included their two commissions, which received excellent reviews and interest in international touring, and their Flanders Focus, supported by the Flemish Embassy.

The first commission came through their Accelerator programme, I Am Tiger by Oliver Emmanuel. A co-production with Perth Theatre inspired by two facts – that the number one killer of men in the UK under 40 is suicide, and that there are now more tigers kept as pets than live in the wild. Heart-breaking, comic and thought-provoking the work went onto win Best Production for Children and Young People, 2022.

“I Am Tiger is an immense and important play that dares to speak frankly about a big issue - the suicide of an older sibling. This award is for the whole Tiger Team.” Thom Dibdin, Theatre Critic

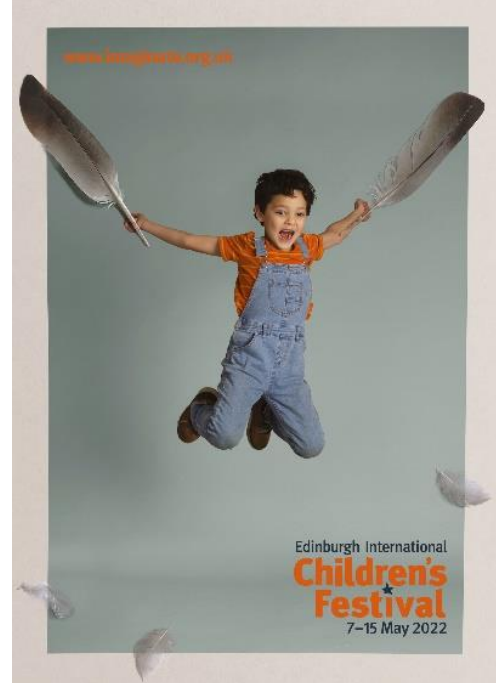
They commissioned Hope River Girls by Groupworks, inspired by real events it combines explosive choreography, video and text to examine how something as normal as teenage girls coming of age can become wholly unnatural and a subject of national scrutiny.

“it should entrance not only its target teenage market but anyone with a taste for off-centre dance theatre.” ★ ★ ★ ★
Mark Fisher, The Guardian

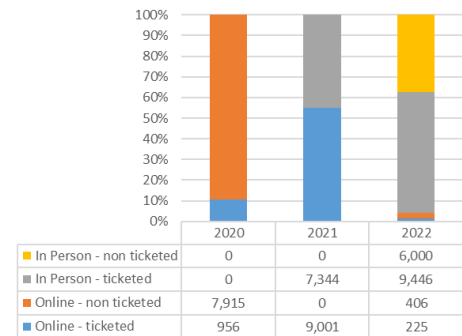
Their free to access Family Encounters event returned to the National Museum of Scotland with an expanded programme of 13 performances, including 5 commissions, 3 of which were led by Edinburgh artists. They facilitated attendance for Multi-Cultural Family Base.

“I loved it all, we did”!! The shows, the environment you created, the attitude of artists and organisers. It was like a dream. Thanks!” Audience at Family Encounters

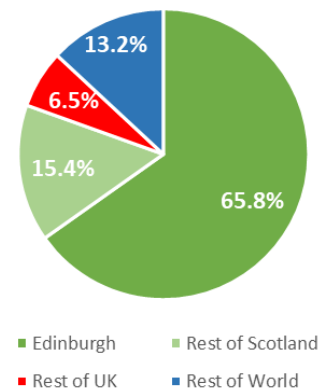
Their live Delegate Programme returned with 256 delegates in person and 42 online from 24 countries. Delegates in person saw an average of 4.5 shows.



Audience Numbers



In-Person Audience 2022



Edinburgh Jazz & Blues Festival [15 – 24 July 2022]

Edinburgh Jazz & Blues Festival presented over 125 concerts and delivered work in every ward in the city. Their 27 venues ranged from Currie Community Centre to Festival Theatre.

They offered over 600 engagements to Scottish musicians and presented the ever-popular free access Mardi Gras. International programme highlights (John Scofield, Les Violons de Bruxelles, Blind Boy Paxton, Curtis Stigers, Mud Morganfield, Nubya Garcia, Zara McFarlane, Yazz Ahmed) sat alongside seven new Scottish commissions by (Mercury nominee) Fergus McCreadie, Laura Macdonald, Colin Steele, Emma Smith and Toby Mottershead.

The festival hosted an Italian and a Belgian season supported by their music agencies and delivered a big band project, funded by Erasmus Plus, in association with Hamburg, Nuremberg, Oslo and Parma Jazz Festivals.

The Summer School, presented in association with Edinburgh Napier University, offered a week-long opportunity to learn to play jazz.

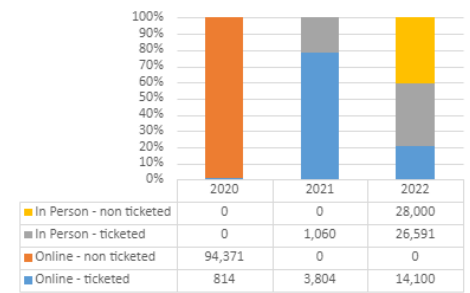
EJBF22 Online brought festival exposure to the wider world and their concerts were viewed over 14K times across 14 countries. They also collaborated with SF Jazz (San Francisco Jazz) to create content.

The 2002 edition of the Edinburgh Festival Carnival featured artists from 13 countries across the globe including, Zambia, The Netherlands, Martinique, Portugal, France, Costa Rica, Trinidad, Brazil and South Africa delivering workshops to over thirty Edinburgh community groups.

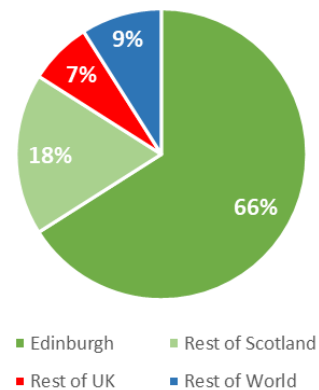
The Carnival Parade featured over 600 performers from Edinburgh Community groups such as Chinese Art & Culture Community, Edinburgh Caribbean Association and Pulse of the Place and 200 international performers



Audience Numbers



In-Person Audience 2022



Edinburgh Art Festival [28 July – 28 August 2022]

For the festival’s 18th edition, EAF commissioned 4 new works, celebrated 35 exhibitions across the festival’s partner galleries, and programmed 50 events in venues across the city. 120 artists were included in their programme, and they directly employed 60 freelancers and creatives.

EAF hosted and supported workshops and visits from 697 participants across learning and community sessions, from the visits to the festival from Cyrenians to ecology focused family art sessions in several City of Edinburgh Council Libraries, in partnership with Art Buds Collective.

In their major commission for 2022, they supported artist Jeanne van Heeswijk to commission the Community Wellbeing Collective - a group of 35+ people living in and connected with Wester Hailes - to reimagine the future of community. Working from their base in Westside Plaza, the Collective have continued to programme free events and activities beyond the festival, from weekly play sessions with Starcatchers for families, to weekend Anchor events focusing on social and political issues affecting West Edinburgh and beyond. Find out more at www.watchthisspace.online.

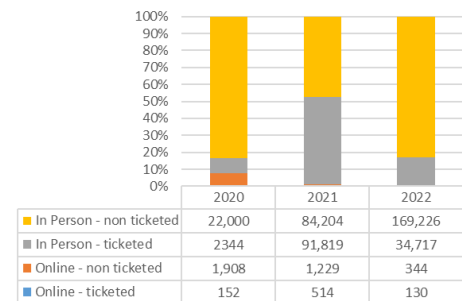
This commission is part of their longer-term commitment to working in Wester Hailes, and they successfully worked with artists Pester and Rossi and community watersports centre Bridge8 Hub to create Finding Buoyancy, in addition to working with SCOREScotland young people’s group to create an exhibition with artist Fadzai Mwakutuya at WHALEArts.

EAF also continued working in partnership with SCAN (Scottish Contemporary Arts Network), Creative Scotland, British Council and Festivals Edinburgh to host the Momentum delegation –an international cohort of curators invited to Edinburgh during the festival.

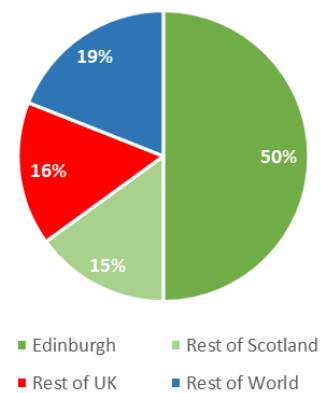
In 2022 EAF welcomed 6 delegates from Australia, NYC, Canada, Tanzania, France and Bahrain, with whom they had already worked with during COVID, however it was good to finally welcome them in person.



Audience Numbers



In-Person Audience 2022



Royal Edinburgh Military Tattoo [5 – 27 August 2022]

The Royal Edinburgh Military Tattoo is a world-class event, rooted in Scottish tradition, offering audiences an experience like no other.

Our vision is to be the world’s greatest immersive event(s) and every day we strive to produce atmospheric spectacles that enrich lives through creativity, connection, and contribution.

Held on the iconic Edinburgh Castle Esplanade, the Tattoo features music, precision performances and dance from military and cultural acts from around the globe.

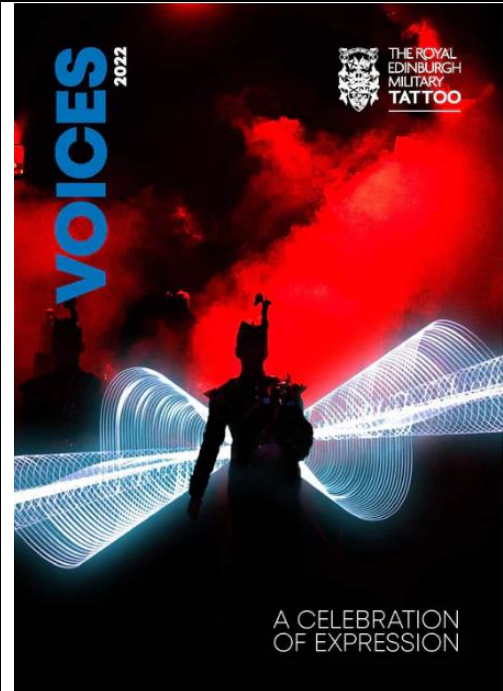
Since its first show in 1950, performers have taken to the Tattoo stage from over 50 countries including New Zealand, France, USA, Australia, and China.

Set against the stunning backdrop of Edinburgh Castle, lit up with special projections, over 900 performers take to the stage across 25 performances throughout August in front of a live audience of around 220,000 each year.

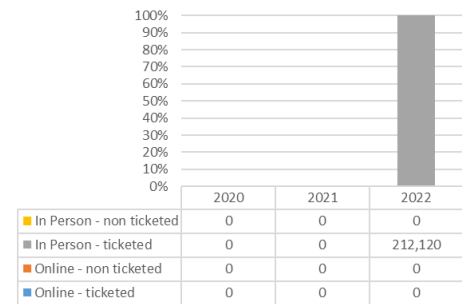
Alongside incredible international performers, audiences also experience the magnificent sights and sounds of traditional Scottish music and dance from acts including The Royal Edinburgh Military Tattoo Pipes & Drums, Dancers, and Fiddlers.

The Royal Edinburgh Military Tattoo make significant contributions, both societal and financial that focus on the greater good, and the organisation is proud to support several military and arts charities. To date, over £12.3M has been donated.

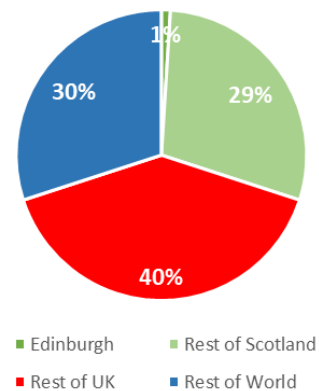
NOTE: *The Royal Edinburgh Military Tattoo did not take place in 2020 nor in 2021 due to the impact of the COVID-19 pandemic.*



Audience Numbers



In-Person Audience 2022



Edinburgh International Festival [5 – 28 August 2022]

In 2022 there were 412 performances in 16 venues across the city. EIF welcomed 2,400 artists of 45 nationalities, including 650 Scottish artists. We commissioned seven new works and presented six world premieres.

They presented six international orchestras, two residencies from Philadelphia and Philharmonia Orchestras, a global dance and theatre programme including works from International Theatre Amsterdam, Belvoir Theatre Company as part of the UK-Australia Season, a contemporary music programme and a fully staged opera.

They issued 34,000 free tickets giving audiences the opportunity to attend four major free events; the Opening Event: MACRO, the Ukrainian Freedom Orchestra, Thank you, Edinburgh and Dreamachine. 15,000 people attended the Opening Event at BT Murrayfield.

They continued their engagement with local communities with a dance workshop at the Royal Hospital for Children and Young People, workshops for primary and secondary school pupils, delivered year four of their Leith Academy residency and worked with the local Ukrainian population.

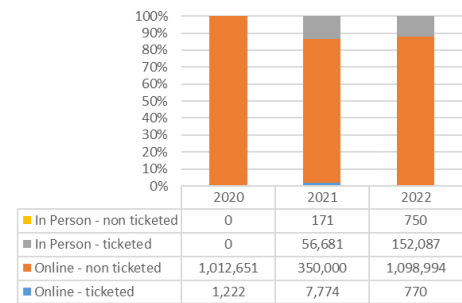
EIF provided tickets to shows across the Festival programme to working performers, artists, music and drama teachers. They partnered with Dance Base to enable 20 dancers to see a selection of dance shows of their choice to support their professional development. Through their Artists as Audiences initiative, they donated over 385 tickets to working artists.

EIF have continued to work in partnership with organisations including Grid Iron (local), Akram Khan Company and NTS (national) and Gravity and Other Myths, Volcano, Canada and Woman Cultural Centre, Rwanda (international)

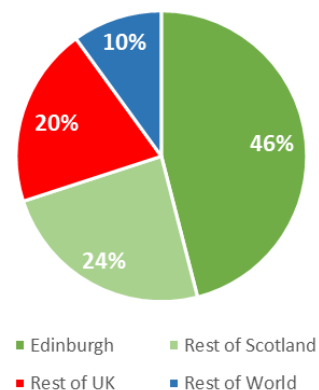
Ticket buyers were from 86 countries, with 46% of bookers from Edinburgh, 24% rest of Scotland, 20% rest of UK and 10% international. We also presented a digital programme to share with our global audiences. The media coverage was extensive with 5,795 pieces of coverage in 93 countries: 21% regional, 16% Scottish national, 27% UK national and 36% international



Audience Numbers



In-Person Audience 2022



Edinburgh Festival Fringe [5 – 29 August 2022]

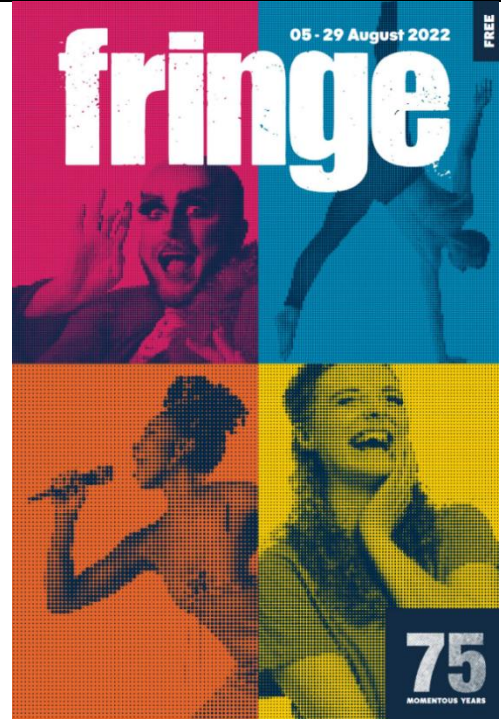
Fringe Days Out engagement rate increased (70% in 2017, 85% in 2019, rising back to 84% in 2022). Sensory backpack hire increased dramatically (over 140 distributed in 2022). Introduction of National Teacher Theatre Club with Imagineate and National Theatre Scotland

Return of international media levels - in August they accredited 777 media from 18 countries, who represented 340 outlets. They received 108K pieces of coverage from 22 Sept 2021 – 22 Sept 2022, with 38,000 generated in August alone.

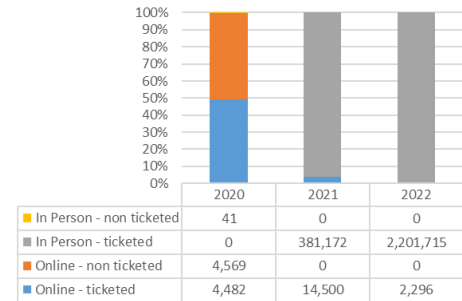
Schools & communities on stages - the stage at St Andrew Square was offered as an opportunity for schools and local communities. For the first time the Fringe staged a morning for a community of artists with access needs, working with Drake Music Scotland to programme a diverse range of artists - 6 artists performed as part of this programme.

Additionally, as a pilot opportunity to spread the word and gauge interest among local community groups, they reached out to their Fringe Days Out groups, to their schools' partners through Teachers Theatre Club to invite them to use this space – 4 groups performed as part of this programme.

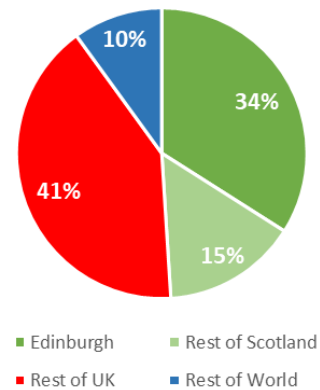
High Street access – the Fringe allocated five days across August on which all performances with interpreted to BSL and Access mats were provided for safer viewing at the West Parliament Square stage for Street Events performances. The Street Events remain free to access for all.



Audience Numbers



In-Person Audience 2022



Edinburgh International Film Festival [12 – 20 August 2022]

Edinburgh International Film Festival ran its fully in-person 75th Anniversary edition from 12th to 20th August. The dynamic programme of cinema screenings, live performance and industry dialogues in Edinburgh in the heart of the August festival season welcomed attending UK & international filmmakers to present their work. Amongst the headlines were:

- 87 new features, 12 short film programmes, and two large scale retrospectives that celebrate the 2022 Theme of the 50th Anniversary of the Women’s Film Festival in new Creative Director Kristy Matheson’s inaugural edition
- Critically acclaimed gibberish comedy ‘Nude Tuesday’ as Central Gala to complement the Opening and Closing Galas of ‘Aftersun’ and ‘After Yang’
- 10 international feature films with over 50% female Directors or Co-Directors for the brand-new competitive section for ‘The Powell and Pressburger Award for Best Feature Film’

This year’s programme was structured into strands, with each strand having its own Classic Film and Headline film which offered audiences a flavour of what to expect. The festival framework put films in direct conversation, encouraged pathways to navigate the programme and offered audiences a chance to meet their cinematic tribe.

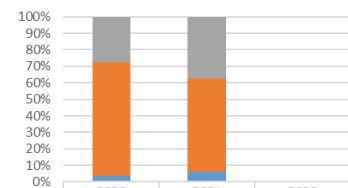
As part of the Film Fest in the City outdoor screenings programme at St Andrew Square, the celebration of Scotland’s Stories on Screen continued, including a special live musical performance to accompany the 100 year anniversary screening of the 1922 classic Rob Roy, as well as Pixar’s animated fantasy Brave and Sylvain Chomet’s charming Edinburgh-set animation The Illusionist.

Separately screening at Filmhouse as part of the Special Events programme and in celebration of Scotland’s Stories on Screen for Scotland’s Year of Stories 2022 was Scot Dougie Irvine’s Yoyo & The Little Auk. From the Royal Scottish National Orchestra and Visible Fictions, this delightful new film is accompanied by a live orchestral performance, introducing children aged 3-6 to the magic of film and classical music.

NOTE: The Centre for the Moving Image, parent organisation of the Film Festival, went into administration on 6 October 2022 and consequently no figures were available for the 2022 festival.

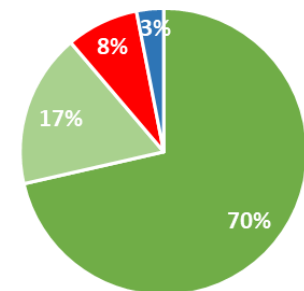


Audience Numbers



	2020	2021	2022
In Person - non ticketed	0	0	0
In Person - ticketed	13,254	13,254	0
Online - non ticketed	32,987	20,074	0
Online - ticketed	1,761	2,022	0

In-Person Audience 2021



Edinburgh Rest of Scotland
Rest of UK Rest of World

Edinburgh International Book Festival [13 – 29 August 2022]

Edinburgh International Book Festival 2022 saw one of their most innovative, inclusive, and ambitious programmes to date, featuring conversations, performances, immersive experiences, exhibitions, a community meal and walking tours. They welcomed 550 authors from 50 countries for over 600 hybrid events at Edinburgh College of Art.

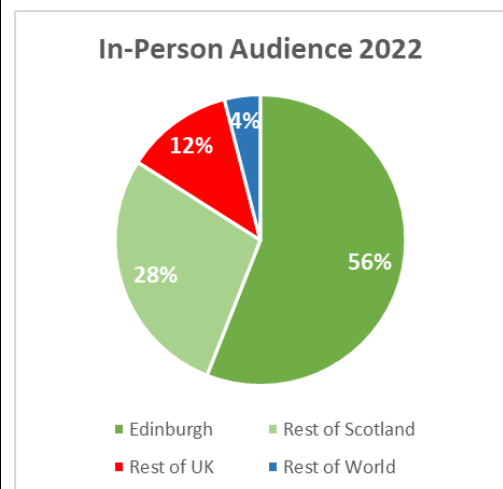
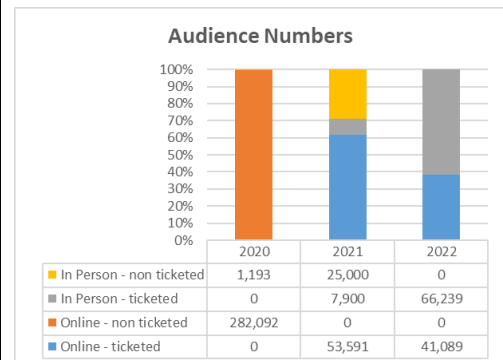
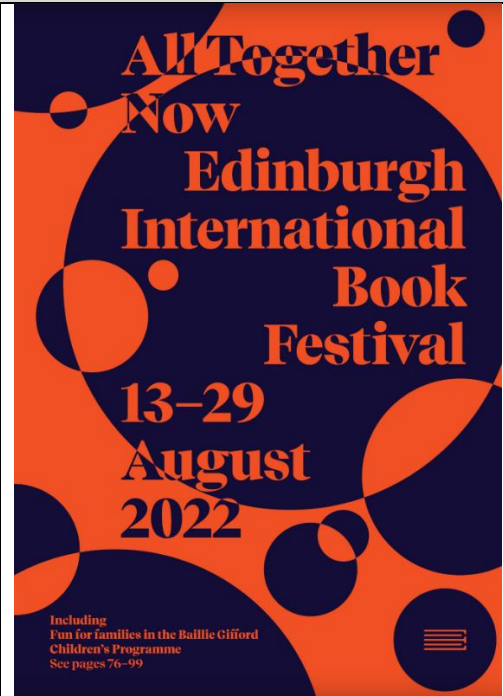
Their Schools programme was attended by over 4000 young people and their teachers. All schools events were free; every pupil attending in-person received a free book, and they provided a schools' transport fund.

Accessibility was a priority, with step-free access to all facilities, a hearing loop system in four venues and a dedicated quiet space, whilst 200 online events and 28 in-person events were Pay What You Can. British Sign Language was offered on demand and there were 83 captioned events.

EIBF Communities programme enabled authors to visit prisons, the Streetreads Library for people experiencing homelessness and the Royal Hospital for Children and Young People. In the leadup to the festival, writing workshops were delivered with their Citizen Writers in Residence (Eleanor Thom and Ryan Van Winkle) in partnership with local organisations including WHALE Arts, North Edinburgh Arts and Stepping Stones Young Parents Group. Their Communities team helped provide over 500 free tickets to organisations and community-based groups including Deaf Action, Crew 2000, Open Book and the Scottish BPOC Writers Network.

EIBF's Business of Books programme showcased a range of perspectives from different people in the book industry. Working with Edinburgh organisations such as Publishing Scotland, Scottish Book Trust and Inklusion, (an organisation innovating access in the literature sector), this series offered professional development sessions and discussion for both Edinburgh's literary sector and anyone interested in the business of the book trade.

Working in partnership with Creative Scotland, British Council Scotland, and Festivals Edinburgh, the Book Festival helped promote Edinburgh's cultural success by facilitating the Momentum delegate programme which welcomed literary programmers to Edinburgh from Ireland, Poland, Somalia, Ghana, Malaysia, Uganda, Bahrain and United Arab Emirates.



Scottish International Storytelling Festival [14 – 31 October 2022]

In 2022 SISF returned to full live delivery, while still retaining some specially commissioned digital content for reasons of accessibility and international reach. SISF did not however continue with the interactive social media offer which was a priority during lockdown. The Festival was one of the leading events in Scotland’s Year of Stories.

The Festival also faced a new crisis in the shape of cost of living and potential exclusion. SISF took as its theme tag KEEP IT LIT and reduced ticket prices, increased free events by 30%, and organised 18 ‘Stone Soups Ceilidhs’ combining food, music and storytelling within marginalised communities of place or interest. This approach to cost-of-living pressures was well received and restored their live audience to almost pre-pandemic levels, so also helping to avoid overall financial loss.

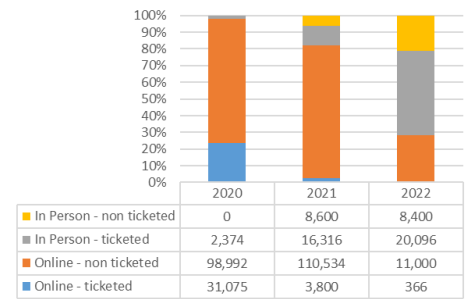
In addition to the Stone Soup Ceilidhs, SISF 2022 organised engagement programmes for children and families, refugee communities, and other potentially marginalised groups including the Deaf community and young people with mental health challenges. The Festival’s Story Ripple programme offered 120 free sessions located by application in schools, community centres and other local venues. All of this work was facilitated by PLACE funding.

Four further strands of SISF 22 involved support for creative practitioners, namely the Global Lab workshops, the festival commissions, GO Local events in Edinburgh and across Scotland, and the Open Hearth live events bringing together local artists with international guests.

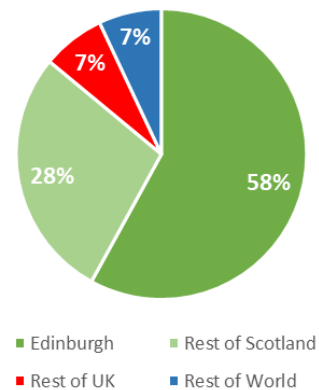
Through Scotland’s Year of stories SISF 2022 enjoyed an exceptional level of partnership working significantly increasing the GO LOCAL reach and bringing in new venues and local organisations. Through the Year of Stories SISF 22 also achieved increased international profile and upped its distinctive contribution to promoting Edinburgh’s cultural success locally, nationally, and internationally, through challenging times.



Audience Numbers



In-Person Audience 2022



Edinburgh's Hogmanay [30 December 2022 – 1 January 2023]

Edinburgh's Hogmanay 2022-23 was the start of the rebuild of Scotland's premier New Year celebrations, following a series of covid related cancellations and high-profile negative media relating to the previous contract – welcoming audiences back from far and near and returning Edinburgh to its rightful place as the Home of Hogmanay.

Edinburgh's New Year celebrations returned December 2022 after a three-year absence, reigniting Edinburgh Winter Festival and welcoming the world to celebrate with a packed programme of spectacular events and enlightening experiences.

For this recovery year, Unique Assembly focused on the world-famous Midnight Moment against the iconic backdrop of Edinburgh Castle, and through clever programming and by utilizing infrastructure carefully were still able to design a three-day festival from 30 December 2022 through to 1 January 2023, albeit with a reduced programme.

Scotland's New Year festival commenced on Friday 30 December with the Night Afore Disco Party at the Ross Bandstand with Sophie Ellis-Bextor and guests Altered Images.

On Hogmanay Night the Pet Shop Boys headlined the festival at the Concert in the Gardens, alongside the flagship Street Party which saw a new format sound and light show, leading up to the all-important Midnight Moment fireworks from Edinburgh Castle. All events on Hogmanay Night sold out in advance.

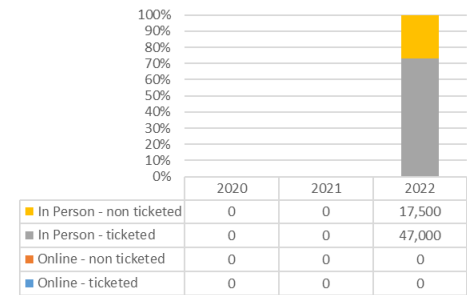
Sunday 1 January saw the welcome return of a New Year's Day traditional Scottish cultural programme with the Expo funded free First Footin' Trail, before the Final Fling Concert at the Ross Bandstand with Tide Lines, Elephant Sessions and Hamish Hawk closed the three-day New Year festival.

In addition to the main events, a festival of ceilidhs indoor event programme took place each evening in Assembly Roxy including a special family ceilidh on New Year's Day as part of a Sprogmanay family programme, while the popular Candlelit Concert returned to St Giles Cathedral after a three-year absence.

NOTE: *Edinburgh's Hogmanay did not take place in 2020 nor in 2021 due to the impact of the COVID-19 pandemic.*



Audience Numbers



In-Person Audience 2022

