CULTURE AND CREATIVITY ILLUMINATE THE CAPITAL
ENLIGHTEN EVENT REPORT 2015
LIGHT, COLOUR AND MOVEMENT BROUGHT CANBERRA TO LIFE AFTER DARK AS ENLIGHTEN RETURNED FOR THE FIFTH SPECTACULAR YEAR.

The ACT Government-run event was staged over nine nights with a particular focus on the weekends of 27-28 February and 6-7 March 2015.

The city’s national attractions again starred as the event’s centre-piece, with large-scale architectural projections shining a light on six of the capital’s most iconic buildings including Parliament House, Questacon, the National Portrait Gallery, the National Library of Australia, the National Gallery of Australia and the Museum of Australian Democracy at Old Parliament House.

For the first time in 2015, the National Archives of Australia also came to life with guerrilla-style lighting and imagery in conjunction with the ANU.

Twelve of Canberra’s finest cultural institutions opened their doors after dark offering up a creative program of free and ticketed events encompassing comedy, dining, art, music and a host of surprising experiences.

The national capital’s Parliamentary Triangle was transformed into a vibrant and bold arts precinct featuring free entertainment from world-renowned street performers and musicians such as Melbourne indie-pop outfit Alpine and American YouTube sensation Lake Street Drive.

Highlights of Enlighten 2015 included two spectacular Australian firsts; the extraordinary Spanish aerial act, *Voala Station*, and a visually-spectacular light installation on Lake Burley Griffin called *Voyage*.

This year’s program also saw the addition of the Enlighten Night Noodle Markets run by Fairfax Events, offering a bustling atmosphere with an array of authentic Asian eats, bars and live music.
ENLIGHTEN OBJECTIVES

- To contribute to the brand enhancement of the ACT as a tourism destination
- To create positive economic outcomes through tourism for the ACT
- To encourage the utilisation and development of existing tourism product and infrastructure
- To conduct research-based event development

ATTENDANCE AND VISITOR NUMBERS

Enlighten 2015 once again delivered the largest overall attendance figure for the event since its inception in 2011. The event’s total gross attendance by patrons was 287,874, which included attendances at ticketed events and crowd numbers in the outdoor entertainment precincts.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance at paid ticketed events</td>
<td>5,520</td>
<td>7,149</td>
<td>7,491</td>
<td>3,772</td>
<td>-50%</td>
</tr>
<tr>
<td>Attendance at non-ticketed (free) events at attractions</td>
<td>9,422</td>
<td>40,513</td>
<td>41,927</td>
<td>59,104</td>
<td>+41%</td>
</tr>
<tr>
<td>Attendance at free outdoor entertainment precincts</td>
<td>14,495</td>
<td>66,500</td>
<td>81,300</td>
<td>224,998</td>
<td>+177%</td>
</tr>
</tbody>
</table>
EVENT EVALUATION

Events ACT commissioned Repucom to provide a detailed analysis of Enlighten 2015. Repucom conducted face-to-face surveys as well as post-event online surveys in a bid to gain insight into event satisfaction; economic, tourism and community impact; and marketing effectiveness.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total attendance (includes multiple visits)</td>
<td>8,678</td>
<td>29,437</td>
<td>115,031</td>
<td>131,556</td>
<td>287,874</td>
<td>+119%</td>
</tr>
<tr>
<td>Total Direct Visitor Expenditure</td>
<td>$0.6m</td>
<td>$0.3m</td>
<td>$0.65m</td>
<td>$2.3m</td>
<td>$3.35m</td>
<td>+45%</td>
</tr>
<tr>
<td>Increase in Gross Territory Product</td>
<td>$0.9m</td>
<td>$0.42m</td>
<td>$0.95m</td>
<td>$2.1m</td>
<td>$3.72m</td>
<td>+76%</td>
</tr>
<tr>
<td>Individual interstate or international visitors who came to Canberra for Enlighten</td>
<td>2,415</td>
<td>1,394</td>
<td>2,195</td>
<td>5,302**</td>
<td>10,434</td>
<td>+97%</td>
</tr>
<tr>
<td>Average length of stay for interstate or international overnight visitors who came to Canberra for Enlighten</td>
<td>1.6 nights</td>
<td>1.3 nights</td>
<td>2.9 nights</td>
<td>2.8 nights</td>
<td>1.9 nights</td>
<td>-33%</td>
</tr>
<tr>
<td>Average daily expenditure for interstate visitors who came to Canberra for Enlighten</td>
<td>$181.82</td>
<td>$176.48</td>
<td>$135.09</td>
<td>$188.75</td>
<td>$175.29</td>
<td>-7.1%</td>
</tr>
</tbody>
</table>

^Data source: Enlighten 2014, 2015 Research Report, Repucom
**Revised figure

INTERSTATE AND INTERNATIONAL VISITORS

Based on detailed surveying of patrons conducted by Repucom at the event, post-event online surveys and information provided by Events ACT, an estimated 10,434 interstate or international visitors came to the ACT as a direct result of Enlighten being staged – an increase of 97% on the 2014 figure of 5,302.

Visitors stayed an average of 1.9 nights and spent an average of $175.29 for each day they were in the capital.

These visitor numbers include patrons and accompanying persons that came to the ACT specifically for Enlighten, as well as other event specific attendees such as event staff, officials and performers.

<table>
<thead>
<tr>
<th>Visitor type by origin</th>
<th>Interstate</th>
<th>International</th>
<th>Total visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific “overnight” patrons &amp; accompanying persons</td>
<td>9,001</td>
<td>579</td>
<td>9,580</td>
</tr>
<tr>
<td>Specific “day tripper” patrons &amp; accompanying persons</td>
<td>621</td>
<td></td>
<td>621</td>
</tr>
<tr>
<td>Event staff, officials and performers</td>
<td>212</td>
<td>21</td>
<td>233</td>
</tr>
<tr>
<td>Total interstate and international visitors</td>
<td>9,834</td>
<td>600</td>
<td>10,434</td>
</tr>
</tbody>
</table>
ECONOMIC IMPACT

The total economic impact as a result of staging Enlighten from 27 February to 7 March 2015 in Canberra is estimated at $2.5 million – an increase of 76% on the 2014 figure of $1.4 million.

This year the event increased the ACT’s Gross Territory Product (GTP) by $3.72 million and Total Direct Visitor Expenditure – attributed to those visitors who came to Canberra specifically for Enlighten – was estimated to be $3.35 million. This represents an increase of 45% on the 2014 figure of $2.3 million.

MARKETING

Events ACT utilised postcode data, demographic information and historical sales data from the Ticketek personic segments to assist in the development of a targeted national marketing campaign to promote Enlighten. The primary geographic focus was locally in Canberra, as well as Sydney and regional NSW – focusing on key interstate audiences within the 3 to 4 hour drive market. A secondary focus was placed on the rest of Australia, although predominantly covering the Eastern seaboard.

The local marketing campaign consisted of advertising through media partnerships with Canberra FM and WIN TV, as well as out-of-home media including bus advertising and poster displays. For the first time in 2015, a pocket program was distributed through the Canberra Weekly at the launch of the event on 15 December and again two weeks prior to the event to keep Enlighten top of mind for Canberrans.

The interstate campaign relied heavily on the new partnership with Fairfax Events, which included print and digital advertising within Fairfax publications in the targeted geographic areas. This was complemented by a considerable digital and social media campaign with targeted Facebook advertising as well as digital banners on Pedestrian TV, Timeout and Google Display Network. The best results came from the geographically and demographically targeted Facebook advertising, which included a Facebook event. Ticketek also delivered a significant level of digital advertising as part of the Enlighten agreement.

Enlighten’s marketing campaign also consisted of a targeted local and national PR strategy engaging both broadcast, press, radio and online earned PR.
MEDIA

Media coverage in the lead up to, during and post the 2015 event was extremely positive, with the event’s broad and diverse program appealing to greater audiences as confirmed by the attendance figures this year.

A total of 1,196 media reports (including syndicated broadcast and internet content) were analysed during this period. This coverage reached a cumulative potential audience/circulation of 11.7 million people and had an advertising space rate of $5,387,626, which represents a massive increase on the 2014 figure of $1,164,965.

Internet sites produced the most coverage of Enlighten overall (71.2% of the total), due to syndication. This was followed by press articles (11.3% of coverage), radio reports (9.9% including syndication) and television reports (7.6% including syndication).

ACT outlets were the greatest sources of coverage, with a total of 196 mentions across all media types. *The Canberra Times* and *The Sunday Canberra Times* were the leading publications, 666 ABC Canberra aired the most radio coverage and ABC News 24 was the leading television station.

The introduction of the Enlighten Night Noodle Markets was most frequently and favourably reported, replacing the lighting installations which have previously been the leading topic. Canberra’s inaugural Noodle Markets were seen as a confirmation of Enlighten’s success and an affirmation of Canberra as an increasingly popular event and tourism destination.

ONLINE AND SOCIAL MEDIA

Following the Enlighten launch on 15 December, Enlighten 2015 maintained a strong presence online and through its social media properties on Facebook and Twitter.

Over the festival period, Enlighten gained 5,175 new ‘likes’ on Facebook, resulting in a total of 14,656 fans.

Enlighten received 378 new Twitter followers, bringing the account to 1,244 followers. Events ACT also created an Instagram account, which grew to 570 followers by the end of the event.

During the event period the Enlighten website recorded 121,307 users (unique visits) – an increase of 59.9% on 2014.
SPONSORSHIPS & PARTNERSHIPS

2015 was a landmark year in regards to sponsorship for Enlighten. For the first time a Major Sponsor was introduced, with local real estate company The Independent Property Group partnering with Enlighten.

The Independent Property Group recognised the opportunity to connect with the community and show their support for the local region by activating with a glow in the dark installation situated next to The Electric Garden on site. This gave their business a great platform to leverage their involvement in the community with a number of innovative and unique giveaway opportunities. These included glow in the dark balloons and light up yo-yos, which were well received by festival-goers, both young and old.

Accor also maintained its existing partnership with Events ACT as the exclusive accommodation partner for Enlighten 2015.

The 2015 event extended its sponsorship structure through the establishment of a Media Partner category. This category was well populated across a number of mediums that allowed Enlighten to be marketed across Canberra and the surrounding region. WIN TV continued their support of local initiatives by securing the television rights for the event and Canberra FM through their stations Mix 106.3 and 104.7 supported the event through content and advertising in the radio sector.

Enlighten will look to increase its commercial capacity in 2016 with a number of new category inclusions and commercial partnerships.

MARKET RESEARCH

The following is a summary of other market research results for all attendees surveyed during or after Enlighten 2015.

- 87% of visitors will now recommend visiting Canberra to their friends and family
- 90% of Canberra attendees believe Enlighten helps enhance community spirit, pride and enjoyment
- 44% of respondents said that this year’s event was better than they expected
- 85% of respondents are likely to attend next year’s Enlighten festival
- 70% of respondents are likely to encourage friends and colleagues to attend Enlighten in the future
ENLIGHTEN NIGHT NOODLE MARKETS

Events ACT and Visit Canberra partnered with Fairfax Events in 2015 to deliver the inaugural Enlighten Night Noodle Markets as part of *The Canberra Times* Good Food Month.

This strategic partnership was developed in an attempt to showcase Canberra’s culinary scene and increase visitation.

The hugely successful hawker-style market consisted of 19 food stalls, two food trucks and one bar located in Reconciliation Place between 27 February and 8 March.

Popular food offerings including Hoy Pinoy, Daniel San, Zagyoza, N2 Extreme Gelato and local restaurateurs Morks and Thirst Thai attracted 156,510 visitors over 10 nights.

Some of the other highlights on site included a lantern garden overlooking Lake Burley Griffin and lion dancers performing each night.

A larger than anticipated attendance did present some challenges in terms of crowd control and long queues – particularly on the first few nights.

Following on from the success of the debut Enlighten Night Noodle Markets, Fairfax Events have proposed doubling the size of the event footprint in 2016 and sourcing additional stallholders to cater for the enthusiastic crowds.
MARKETING
Canberra Good Food Month has previously run alongside Sydney’s Good Food Month in October. The first stand alone Canberra Good Food Month was launched in February 2015, enabling the unique alignment of the Enlighten Night Noodle Markets with Enlighten. The aim of Good Food Month was to showcase key aspects of Canberra’s food scene as well as the iconic location of Reconciliation Place where the Enlighten Night Noodle Markets were held – bringing local and interstate Asian dishes to Canberra over 10 nights.

Generic program pointers for Good Food Month started running across the national mastheads in January. Key messages included “Good Food Month Returns” and “Good Food Month is here”, with a prominent call to action to view the program, as well as “Enlighten Night Noodle Markets are coming” and “Enlighten Night Noodle Markets are here”.

From January until March, press ads ran in The Canberra Times, The Age, Sydney Morning Herald and eight other regionally owned Fairfax Media papers targeting key markets and notifying readers of the upcoming events. These advertisements were a key element of the events’ success in driving ongoing audience engagement throughout the month.

Fairfax Events supported the campaign with a strong presence on social media and online.

MARKET RESEARCH
The average satisfaction rating was lower for the Night Noodle Markets than Enlighten (5.8 out of 10), however two-thirds said they were likely to attend next year.

- 34% of event attendees gave a positive satisfaction rating for the Night Noodle Markets
- 81% of Enlighten attendees went to the Night Noodle Markets
- 68% of respondents said that they were likely to attend the Night Noodle Markets next year
- 38% of respondents are likely to encourage friends and colleagues to attend the Night Noodle Markets in the future
ENTERTAIN
FEB 27-MAR 7 2015
CULTURE AND CREATIVITY ILLUMINATE THE CAPITAL
ENLIGHTENCANBERRA.COM

STRATEGIC PARTNER

MAJOR PARTNER

MEDIA PARTNER

SUPPLY PARTNER