



Ben Franklin

Minister for Aboriginal Affairs
Minister for the Arts
Minister for Regional Youth
Minister for Tourism

MEDIA RELEASE

Tuesday, 8 November 2022

VIVID SYDNEY 2022 INJECTS \$119 MILLION INTO NSW ECONOMY

This year's Vivid Festival has injected \$119 million into the NSW economy, with a record 2.58 million people attending the festival from NSW, interstate and around the world to view the largest lights festival in the Southern Hemisphere,

Vivid Sydney 2022 saw the largest opening weekend ever with 440,000 tourists coming to Sydney, while 2.1 million attendees had a sit-down or takeaway meal, providing a significant boost to local businesses.

Minister for Tourism Ben Franklin said the record-breaking attendance for Vivid Sydney 2022 was extraordinary and showed that Sydney had roared back to life after the pandemic.

"We have seen unprecedented attendance for Vivid Sydney 2022, which is a clear sign Sydney is back bigger and better than ever," Mr Franklin said.

"The stats speak for themselves and reflect the significant contribution the festival makes to the city's economy with local hotels, bars, restaurants, tourism operators and small businesses all reaping the benefits.

"Almost 30 per cent of attendees came from outside Sydney, with a significant portion of visitors then travelling into regional NSW, generating \$12.2 million for regional economies.

"World-class events like Vivid Sydney are all about helping to boost the NSW economy, create jobs and showcase why Sydney is the best place to live."

Vivid Sydney 2022 won 14 medals at the 2022 International Festival & Events Association Pinnacle Awards. The Pinnacle Awards recognise excellence in festival and event promotions and operations globally.

Vivid Sydney 2023 is set to offer even more for attendees with the addition of Vivid Food, which will sit alongside which will sit alongside the Light, Music and Ideas programs. Vivid Food will promote creativity, innovation and stimulate visitation to CBD restaurants and venues.

MEDIA: Ben Ingram | Minister Franklin | 0499 565 629

Visitor Economy fast facts for Vivid Sydney 2022

- Attendees: 2.58 million – 7.3 per cent above 2019 event attendance
- Total nights stayed over the duration of the festival: 567,249
- 20,434 visitors travelled to regional NSW and stayed overnight, generating \$12.2 million in tourism related expenditure
- More than 70,100 attended Vivid Music events
- 27,942 attended Vivid Ideas events
- More than 108,000 Vivid Sydney packages sold
- More than 701,000 attendees enjoyed a meal in a restaurant/café/hotel – 24 per cent up on previous record
- 2.1 million attendees had a sit-down/take-away meal while visiting Vivid Sydney
- More than 72,000 family groups with small children in prams
- 8912 mobility participants enjoyed Vivid Sydney
- Around 90,000 patrons enjoyed Vivid Sydney from Harbour cruises

Vivid Sydney 2022 Fast Facts

- Largest opening night with over 140,000 attendees
- 440,000 attendees for the opening weekend, making it the largest opening weekend in the event's history
- 636,000 attendees over the June long weekend
- Longest ever Light Walk - 8km stretching from the Sydney Opera House to Central Railway Station
- Almost 5000 wheelchair participants
- Vivid Sydney's newest precinct at Central Station and the Goods Line welcomed over 45,000 in its first year
- More than 21,000 broadcast, print and online media clippings featuring Vivid Sydney, more than double 2019
- 2,738,885 visits to vividsydney.com website (48.4 per cent increase on 2019)
- 352.92 million were reached with content via the #vividssydney hashtag
- Social content on Vivid Sydney owned channels reached a total of 81 million users (15.5 per cent increase on 2019)
- 411,000 views across Vivid Sydney 2022 live streams on Facebook and TikTok
- Average percentage of attendees using Public Transport increased by 3 per cent to 63 per cent
- 11,498 volunteer hours for Vivid Sydney 2022, with the youngest volunteer being 18 and the oldest 89
- 50 Vivid Light installations
- 100 Vivid Music performances held across 25 Sydney venues
- 67 Vivid Ideas events, with 106 sessions, at 25 venues
- Largest drone show in the Southern Hemisphere featuring 600 drones