

ROYAL HIGHLAND SHOW

2022 IN NUMBERS

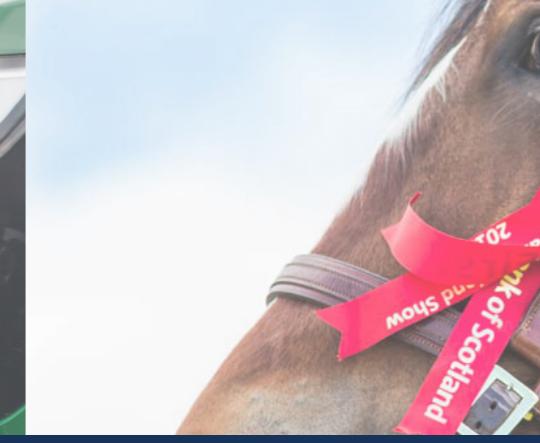


**£39.5
MILLION**

TO EDINBURGH ECONOMY



2.5 
AVRG NIGHTS SPENT IN
EDINBURGH PER VISITOR




**194,000
ATTENDANCES**




62%
AUDIENCES
RATED RHS AS
BETTER
OR
FAR BETTER
THAN COMPARABLE EVENTS




**£19.7
MILLION**



647
FULL TIME
EQUIVALENT
EMPLOYMENT



£147
AVRG SPEND
PER VISITOR

EXECUTIVE SUMMARY

This study confirms the major economic contribution of the Royal Highland Show:

Over **194,000** people attended the Royal Highland Show from 23 June 2022 to 26 June 2022, with 117,000 of these being unique visitors (i.e., not visiting on more than one day of the Show).

The weighted average of expenditure in Scotland by these visitors was **£147**. Visitors spent more on accommodation (21%) than any other expenditure category, closely followed by food and drink on site, and other spending (both 19%). This other spending includes purchases of agricultural equipment onsite.

This is the first time that the economic impact of the Show has been assessed on a comparable basis to Festivals Edinburgh. It finds that the Show generated additional output in Edinburgh of **£39.5m** – with this corresponding to Gross Value Added (GVA) of £21.0m and **Full-Time Equivalent (FTE) employment of 674**. At the geographic level of Scotland, additional output of £19.7m is generated – with this equating to GVA of £12.3m and FTE employment of 319.

These results mean that the **economic contribution of the Show to Edinburgh is equivalent to that of Edinburgh's Hogmanay**. In 2018, BOP Consulting worked with Hogmanay to apply the Festivals Edinburgh economic methodology to the festival. Following that study, Edinburgh's Hogmanay reported that it added £39.2m of additional output to Edinburgh's economy. With this study finding that the Royal Highland Show generated additional output of £39.5m for Edinburgh in 2022, we have applied the same methodology and generated very similar results on Edinburgh for Edinburgh's Hogmanay and the Royal Highland Show.

This methodology applies a robust approach to additioality – discounting expenditures that "leak" out of the relevant geography (Edinburgh or Scotland) and which would have occurred in the absence of the Show ("deadweight" and "displacement"). 85% of visitor expenditure is additional to Edinburgh, whereas only 29% of visitor expenditure is additional to Scotland. This difference explains the counter intuitive result of the additional economic impact of the Show being larger in Edinburgh (additional output of £39.5m) than in Scotland (additional output of £19.7m).

In 2017, the Show reported that it generated an overall economic impact of £65m. The lower economic contribution figures that we report here do not reflect a real change in the economic contribution of the Show. The Show attracted 4,000 more attendances in 2022 than in 2017 – therefore, it is likely that the Show's economic contribution was larger in 2022 than 2017. However, we report here a lower economic contribution than the 2017 study because of methodological differences between the approach used by Festivals Edinburgh and this 2017 study – including different approaches to geography, additioality and future economic benefits.

These future economic benefits are estimated in the 2017 study but not here. These future benefits include, for example, the ability to sell farm produce at a higher price, because of this produce winning a prize at the Show. These benefits are not captured here because the economic impact methodology that has been applied here replicates that used by Festivals Edinburgh and this approach does not capture such future economic benefits.

Additional visitor expenditure generated by the Show is concentrated on Edinburgh, while these future economic benefits are much more widely dispersed across Scotland. This study, therefore, understates the economic impact of the Show across Scotland.



CONTEXT BACKGROUND

In 2016, Festivals Edinburgh and BOP Consulting released the findings for the 2015 Festivals Edinburgh Impact Report. With the help of more than 30,000 survey respondents, our report quantified the economic, social, and cultural impact of the twelve Edinburgh Festivals represented by Festivals Edinburgh. The report confirmed the significant contribution that Edinburgh Festivals make to the quality of life, international reputation and economic strength of Edinburgh and Scotland. BOP is now repeating this study and will publish an updated economic analysis with Festivals Edinburgh in 2023. This 2016 study followed on from the methodology developed in 2010 and provided the first directly comparable data on the impacts of the Festivals at a five-year follow-up stage.

This study now applies this same economic methodology to the Royal Highland Show. This study, therefore, assesses the Royal Highland Show in directly comparable terms to the Edinburgh Festivals for the first time.

APPROACH

The methodology for the economic impact assessment is informed by an online survey, completed by 5,100 respondents who attended Royal Highland Show 2022, and management information supplied by the organisers of Royal Highland Show.

The analysis assesses the contribution made by Royal Highland Show

2022 to Full-Time Equivalent (FTE) Employment, Gross Value Added (GVA) and output, at the geographic levels of both Edinburgh and Scotland. The calculations for this are based on the analysis of the following strands of expenditure:

- **Audience expenditure**
- **Show organisers' expenditure**

The figures for each type of expenditure are first calculated as a 'gross' figure and subsequently converted into 'net' figures, to identify only the proportion of all expenditures that are genuinely additional to the local (Edinburgh) and national (Scotland) economies. To do so we subtract the so-called "deadweight" (that part of expenditure that would have occurred anyway), and the "displacement" (any expenditures made in relation to the Show that result in lower expenditures made elsewhere). The "leakage" – any expenditure that takes place outside the target economies in the study (Edinburgh and Scotland) – is also removed to reach the 'net' figures.

Once the net expenditure has been calculated, the final stage is to estimate how this expenditure flows through the economy to generate additional employment, GVA and output. This is calculated by applying multipliers to the net expenditure. This stage of the calculations captures both the 'indirect' impact (expenditures made in the supply chain which are triggered by supplying the Show) and the 'induced' impact of the Show (wage expenditure triggered by the employees of the Show and those working in the supply chain).