

#LDF17

LONDON
DESIGN
FESTIVAL

**LONDON DESIGN FESTIVAL
CONTRIBUTES £79.6M ANNUALLY
TO THE UK ECONOMY**

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- **The Festival has generated £313m in GVA over a ten year period**
 - **Over 3.3m visitors from 75 countries have attended the Festival since 2007**
 - **In 2015, the Festival contributed £79.6m in GVA and created nearly 2,000 jobs, which is equivalent to £45.2m in wages**
 - **The Festival generated £19.9m in tax revenues, £48.5m in exports and brought in £69.4m in tourism spending, in 2015 alone**
 - **Over 21,000 projects, events, installations and exhibits have been showcased in the past decade**

To mark the fifteenth year of London Design Festival, a new, independent study by Nordicity has been commissioned, in partnership with the Greater London Authority. It demonstrates the important contribution the Festival has made to the UK economy. The report highlights the role of the Festival and the design industry, both in London's, and in the UK's, economic success.

Founded by Sir John Sorrell and Ben Evans in 2003, London Design Festival brings together many of the greatest thinkers, designers, retailers and educators in the design industry. Over the last ten years, the Festival has generated £313m in Gross Value Added (GVA) for the UK economy; attracted over 3.3m visitors; and showcased over 21,000 projects, installations and exhibits across London; making it one of the most significant moments in the UK cultural calendar.

The independent report found that in 2015 London Design Festival contributed £79.6m in GVA. Furthermore, the Festival generated 1,993 full-time equivalent jobs (FTE), £45.2m in wages, £19.9m in tax revenues and £48.5m in exports. It attracted 375,000 visitors from over 75 countries, of which 55,000 international and 74,000 domestic visitors travelled to London specifically for the Festival. This led to an estimated £69.4m of tourism spending directly resulting from London Design Festival.

In addition to the quantifiable economic impact, the research also demonstrates the Festival's role in human capital development and in enhancing London's reputation as a leader in creativity and innovation.

Since its initiation in 2003, the Festival's vision has been to celebrate and promote London as the design capital of the world. The report demonstrates the Festival's key role in the growth of the design industry, bolstering London's position as a global destination for business, culture and tourism, and contributing to the UK's economic activity and global competitiveness.

Chairman of London Design Festival, Sir John Sorrell said: *"The UK has the largest design sector in Europe and the second largest in the world. From architecture to technology, engineering to graphic design, we are leaders in so many disciplines. It is this leadership in innovation that makes Britain a very attractive place for talented individuals to work and for businesses to invest in. The Festival has a significant impact on our economy and I am pleased that this report brings to light its contribution to the UK's growth and economic success."*

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NOTES TO EDITORS

About LDF

Established in 2003 by Sir John Sorrell CBE and Ben Evans, London Design Festival celebrates and promotes London as the gateway to the international design community and the world's leading stage for design innovation.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

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About Exposure

Exposure is an independent communications group with offices in London, New York, and Tokyo. Within the group are PR, digital and creative agency, Seen and boutique luxury and lifestyle agency, ThrSxty. Founded in 1993, the Company comprises a team of 195 people and provides some of the world's biggest brands with integral services including strategy and planning, PR, social and digital, creative services, content marketing and brand events and experiences. Our client list includes Coca-Cola, Levi's, TUI, Nike, Dove, Heineken and Microsoft.

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