

# GLYNDEBOURNE



## Festival

Three months of exceptional opera from the very best artists in the world, at our award-winning home in the South Downs

**77**

Average number of performances

**92k+**

visitors to Glyndebourne

**14 weeks**

duration (mid-May to the end of August)

**1934**

Glyndebourne founded

**40%**

south east

**10%**

international

**15%**

national UK

**35%**

London

**46+**

majority age

**50:50**

gender split



## Festival Member Interests and Lifestyle

**14k**

Festival Members

**6k**

Under 30s members

**10-12 years**

Estimated waiting time for Festival Society Membership



**45%**

City Prosperity

(UK average 2.78%)



**19%**

Prestige Positions

(UK average 9.54%)



**21%**

Country Living

(UK average 6.7%)



**85%**

from ABC1 Mosaic profiles

(UK average 19%)

Read



- Private Eye
- National Trust Magazine
- Financial Times
- Your M&S

Enjoy



- Tate Modern
- National Trust
- Riding
- Barbican
- Horticulture & gardens

Watch



- The Good Wife
- Newsnight
- Have I Got News For You?
- Breaking Bad
- Lewis

Shop



- John Lewis
- Waitrose
- Harvey Nichols
- Ocado

Online



- Thomson Reuters
- Vogue
- Sunday Times
- Time Out

## Local Economic Impact

**£16.2m**

Gross Economic Impact in East Sussex

**150**

year-round staff

**1.5k**

additional people employed each year

**30%**

of the Festival audience stay in the local area, booking 86,457 hotel nights

**£12m**

annual visitor off-site spend in the local area

**0%**

public funding for Glyndebourne Festival

## Environment

Equivalent to **102%** of average annual electricity consumption generated by Glyndebourne's wind turbine

**0%** waste to landfill



Highest possible 3 Star Industry Green awarded by Julie's Bicycle

# GLYNDEBOURNE

## Tour

Taking world-class opera beyond Sussex, nurturing new audiences and emerging artists

**41**  
average number of performances from October to December

Performances at up to **6** venues including Glyndebourne

20k at Glyndebourne  
30k combined regional venues  
**50k** audience

**7%**  
City Prosperity (UK average 2.78%)

**16%**  
Prestige Positions (UK average 9.54%)

**27%**  
Country Living (UK average 6.7%)

Annually, up to **85** schools bring **3.8k+** children to up to **6** performances for schools

**1968**  
Glyndebourne Tour founded

Majority aged **46+**  
Slight female bias  
Families with older children

## Education

**1986**  
Education department founded

**100k+**  
hours of contact time with

**40k+**  
people were delivered through

**250**  
education events in 2016

**79**  
applicants applied for

**10**  
Glyndebourne Academy 2015 places from

**9**  
different countries

**3**  
of these later secured places at a conservatoire

**160**  
Glyndebourne Youth Opera participants received

**30k+**  
hours of contact time in 2016

**50+**  
applications for our last 3-year Young Composer-in-Residence scheme (2015-17)

## Digital

UK cinema screenings of our operas watched by **30k+** people

**3**  
operas streamed annually

**50k+**  
social media followers

**4 million +**  
Total worldwide digital reach