

# BOURNEMOUTH AIR FESTIVAL 2018

30 August - 2 September

**£31m**  
value to the  
local economy

Supports  
**500**  
JOBS

**1,006,000**

FESTIVAL GOERS

**460K**  
on Super  
Saturday



**65K**

ICE CREAMS  
SOLD OVER  
WHOLE  
WEEKEND

**2000**

boats in the bay



**62,000** FB LIKES

**533K**  
FB USER  
engagement



**189K** impressions

**1M**

Twitter Impressions

**6M** FB Reach

FB VIDEO VIEWS



**741K**



(UP 192% ON 2017)

**10**

REGIONAL TV  
SPOTS &

**2**

INTERNATIONAL TV  
STATIONS FEATURED  
THE AIR FESTIVAL

**NEWS**

**£18.36m**

worth of  
**MEDIA**  
coverage

**↑38%**  
increase  
on 2017



**11K**

schedule  
users

**782,041**

PAGE VIEWS DURING  
FESTIVAL WEEK