

## SERVICE UPDATE

<b><u>Name of Service:</u></b>	City Growth
<b><u>Date:</u></b>	6 June 2019
<b><u>Title of Update:</u></b>	Aberdeen Art Gallery Economic Impact
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### **UPDATE:**

1. As agreed at the City Growth and Resources Committee of 7 February 2019 a further Service Update on the economic impacts of Aberdeen Art Gallery is provided.
2. To calculate the impact the following assumptions have been made: that the Art Gallery is projected to receive 235,000 visitors per annum; that the expenditure of residents in the city is disregarded and only expenditure from visitors to the city whose main or sole reason for visiting the city is to attend the Art Gallery is included.
3. Based on an average visitor figure of 235,000 visitors, we can assume that 85,129 non-local visitors will come to Aberdeen for the main or sole purpose of visiting the Art Gallery. Assuming an average £65 per night hotel room and £23.60 spend per day on non-accommodation items, the total direct spend is £2.4m per annum.
4. Working within these assumptions the Art Gallery is estimated to generate £4.1m total spend per annum across the Aberdeen economy and support 64 jobs.
5. Scottish Government Output and Employment Multipliers for Output and Employment for the cultural sector have been used to calculate the economy wide impact of the Art Gallery on Output and Employment.
6. Note there is some uncertainty around these projections. A better understanding of the impact of the Art Gallery will be available after it has been open for a 12-month period; thereafter actual figures will be reported on.