

PRESENTED BY JON HOLLIDAY
& SIOBHAN NOAKE

The Economic Impact of a Christmas Market

With some local authorities now cancelling Christmas events, due to funding issues, we look at the economic and tourism impact of this major annual event.



Introductions

Presenting to you today from LSD Promotions are:



**BUSINESS DEVELOPMENT
MANAGER**

Jon Holliday



**MARKETING & PR
MANAGER**

Siobhan Noake



300+ Stalls

4 days





Traders in Victorian Costume



Stage & Roaming Entertainment







Gifts



Trader of the Year



Thursday 7th to Sunday 10th December 2023

OVER 300 STALLS
ONE OF THE BIGGEST VICTORIAN CHRISTMAS MARKETS IN THE UK

Stratford-upon-Avon Victorian Christmas Market



History and changes since the first Victorian in 2017

01

Overview of the market

02

Footprint

03

Stall numbers



Operational Planning

Such a large scale event takes almost a whole year of careful planning and collaboration with partners.

01

Trader bookings, vetting and allocations

02

Trader of the year

03

Working with the District & Town Council

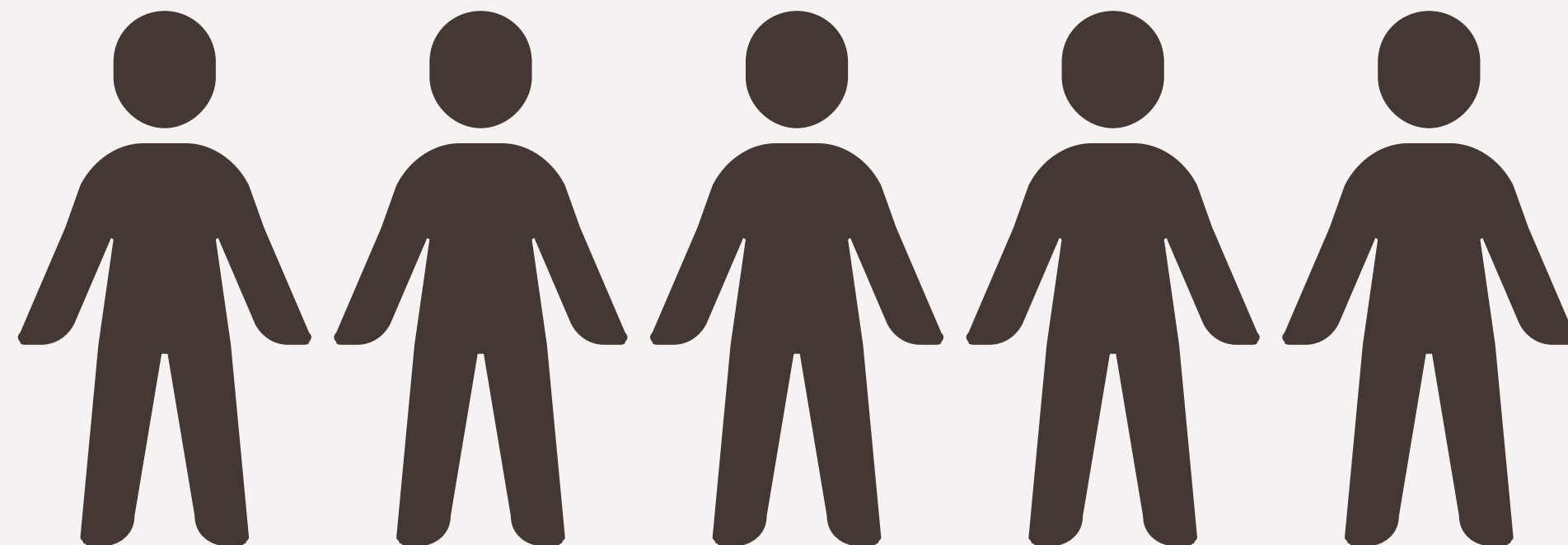
04

Economic Impact

Impact on the Town

Many local businesses, especially the hospitality sector, report it to be the busiest weekend of the year.

Est. 200k visitors



Visitors travel from all over the UK to visit the market.

Challenges Faced

- 2022 Sunday cancellation due to 'snowbomb'
- Coaches



01

FACEBOOK EVENT
BOOSTING &
GROUPS

02

VIDEO
CONTENT

03

COLLABORATE
WITH LOCAL
BUSINESSES

04

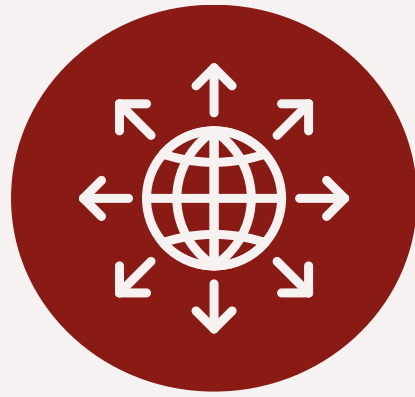
PRESS
RELEASES

Marketing Strategy

To get footfall, you need to be armed with an event marketing strategy that effectively promotes your event to your target audience.

Social Media Stats

For Stratford-upon-Avon Victorian Christmas Market Facebook Page



Reach

- 431k reach between August – December
- 2.4m paid impressions
- 397k paid reach



Engagement

- 5.3k post reactions, comments & shared between October – January



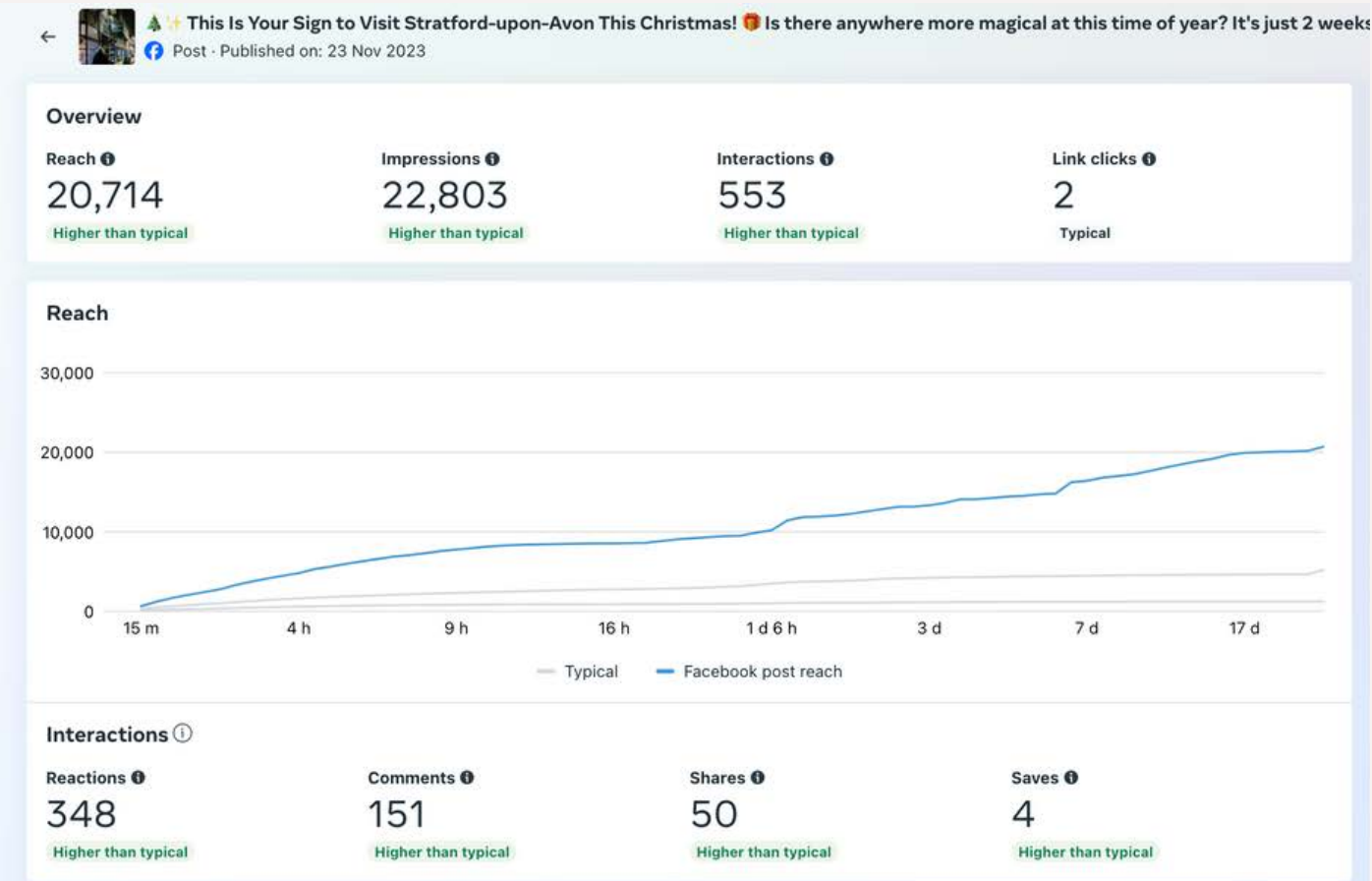
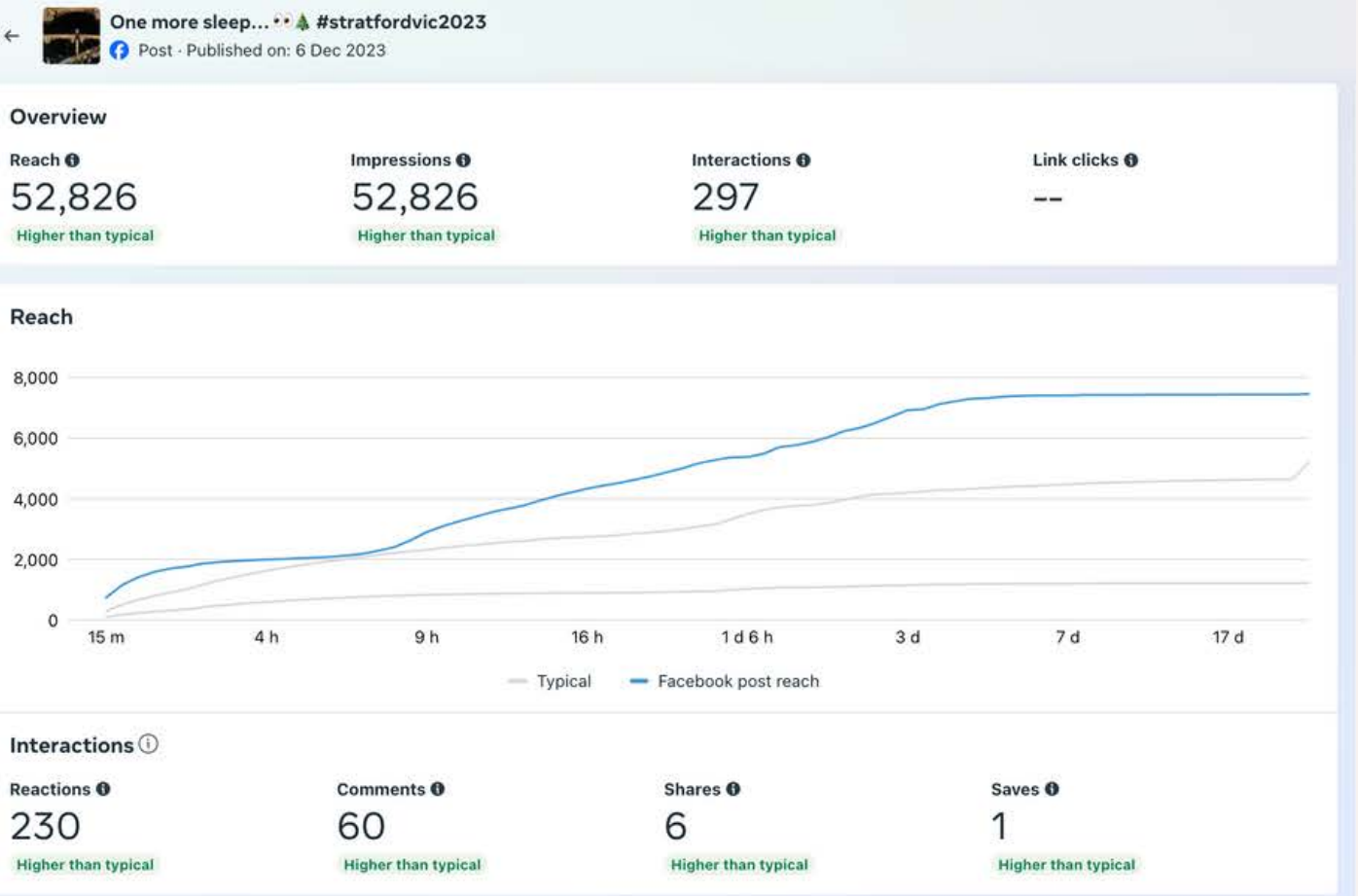
Followers


- 786 new FB page likes between August – December
- 108k FB page visits





Event Response

- 25k FB event response
- 11.5k responses in 2022






 **Stratford-upon-Avon Victorian Christmas Market**
Published by Charlotte Smith · 6 December 2023 · 🌐

One more sleep... 🌲🌲🌲
[#stratfordvic2023](#)



[See Insights and Ads](#) [Boost](#)




  230 60 comments 6 s

 **Stratford-upon-Avon Victorian Christmas Market** is 🌲🌲🌲 feeling festive at **Stratford-upon-Avon Victorian Christmas Market.**
Published by Charlotte Smith · 23 November 2023 · Stratford-upon-Avon · 🌐



🌲🌲🌲 This Is Your Sign to Visit Stratford-upon-Avon This Christmas! 🎄 Is there anywhere more magical at this time of year?

It's just 2 weeks until the The Stratford-Upon-Avon Victorian Christmas Market 2023! 🌞 Embrace the festive spirit with 300+ stalls, mulled wine, roasted chestnuts, Christmas lights, unique gifts, Victorian characters, live music, and the warmth of community.

Save the date, gather your family and friends and experience the magic of Christmas in Stratford-upon-Avon! [#StratfordChristmas](#) [#FestiveCountdown](#) [#MagicalMoments](#)



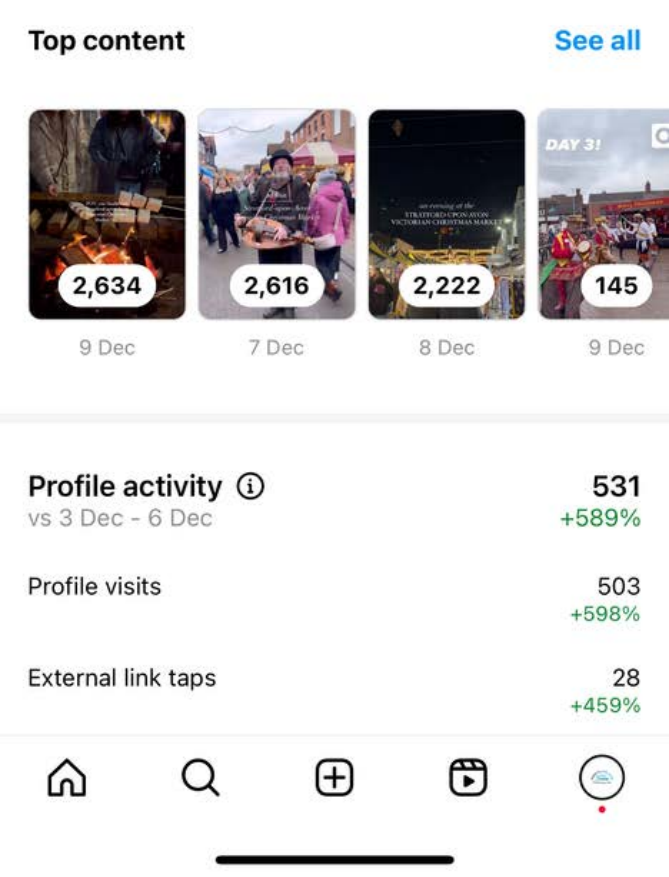
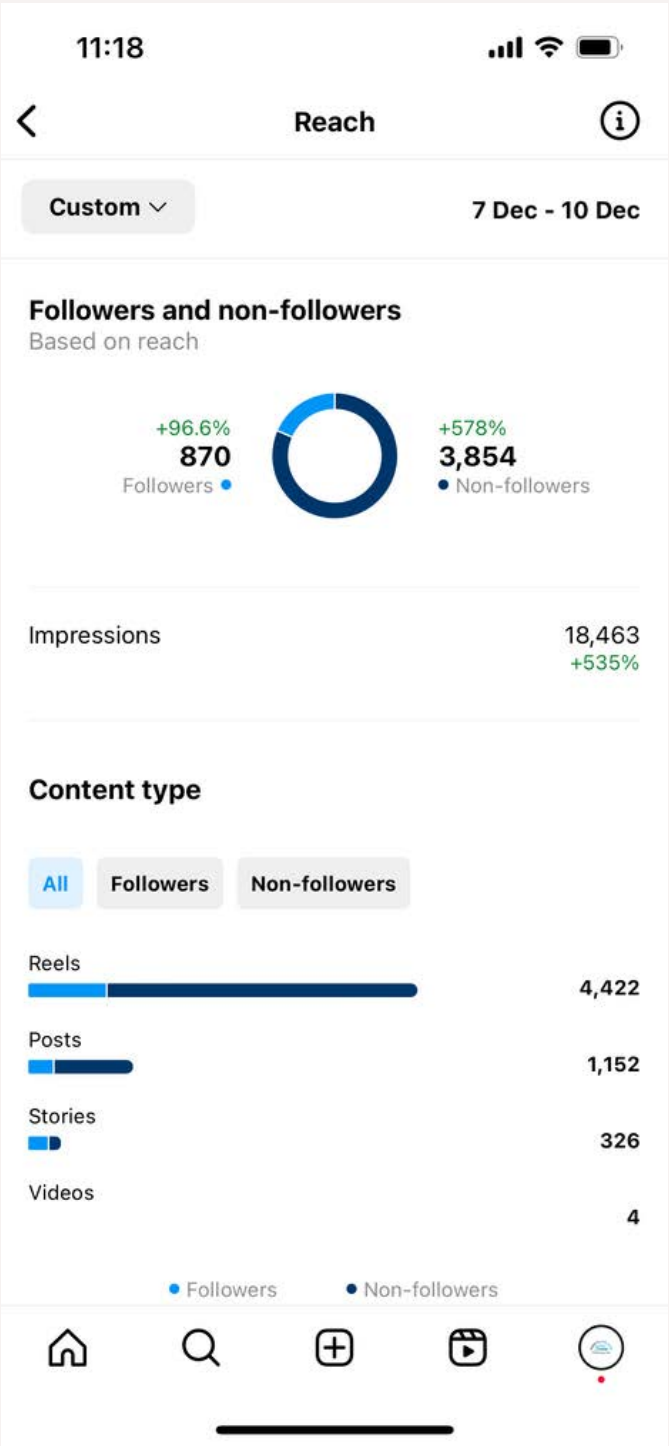
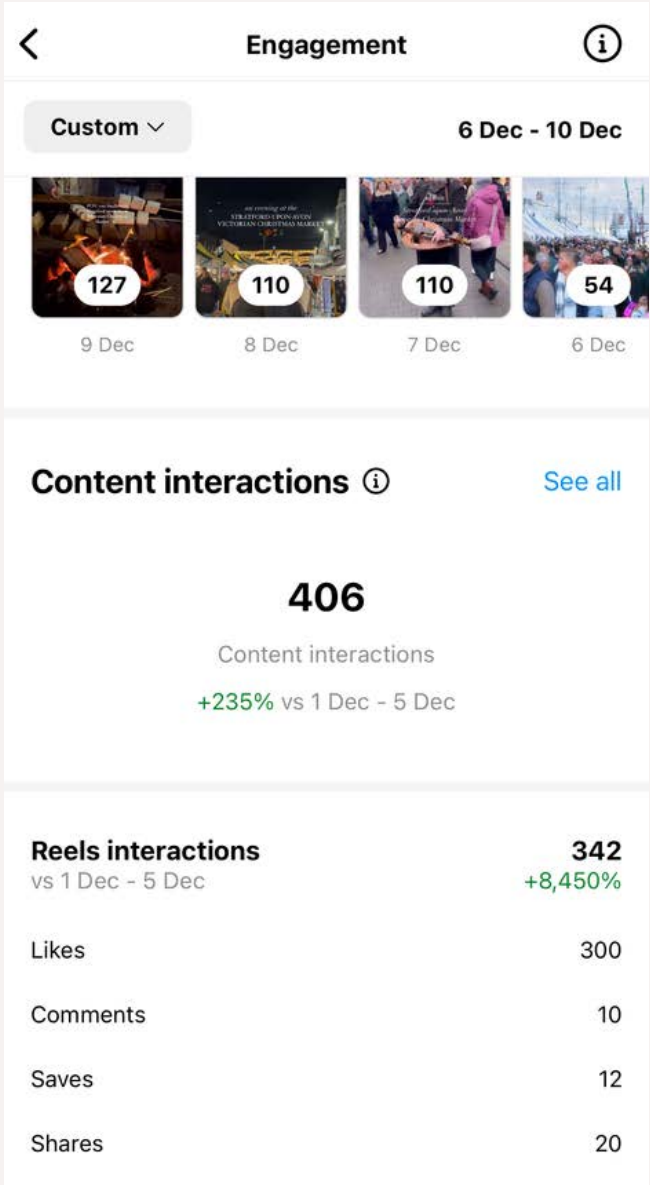
[See Insights and Ads](#) [Boost post](#)

  348 151 comments 50 shares

Social Media Stats

For Marketsuponavon Instagram Account

- 4.7k Reach
- 503 Profile Visits
- 18.5k impressions
- 264 accounts engaged
- 406 Content interactions



Day 3 of Stratford-Upon-Avon Victorian Christma...

London Music Works · Maestro (From "The Holid...

9 December 2023 · Duration 0:25

4345

117

3

--

4

Reel insights

Reach ⓘ

2,634

Accounts reached

722

Followers

1,912

Non-followers

Plays

4,272

Initial plays

2,989

Replays

1,283

Watch time

6 hr 46 min 59 sec

Average watch time

8 sec



Reel insights

Average watch time

8 sec

Audience retention

| Time | Retention (%) |
|------|---------------|
| 0:00 | 100 |
| 0:05 | 75 |
| 0:10 | 55 |
| 0:12 | 50 |
| 0:15 | 45 |
| 0:20 | 35 |
| 0:25 | 20 |

Reel interactions ⓘ

--

Likes

117

Saves

4

Comments

3

Shares

--

Traders Feedback

“The Stratford Victorian was the single best event that Krush! has been a part of in 8 years of market trading. The professionalism from LSD Promotions guaranteed a smooth and mega-successful four days! Save our pitch, we are already preparing for 2024!”
Natasha, Krush!

“It’s honestly one of the highlights of the year for me – the people are so lovely, it’s very organised.” **Frankie, Stirring Silver**

“We had a really good experience, it well organised, no delays with accessing the area and set up. We had really good feedback from the customers, some of them return every year specifically for the Victorian Market. Our sales over the 4 days exceeded our expectations so it was a very successful event in general.” **Marta, Lilys Bubble Waffles**

“Stratford Victorian is always a great event to participate in. The atmosphere is always magical and this year it didn’t disappoint. Lovely to see so many independant traders on one event” **Alison, Pimms & Gins**

“The Victorian market weekend saw exceptional footfall and trading for us as a local independent business. Without doubt a highlight of our event calendar and a great way to bring visitors into the town centre.” **Peter, Shakespeare Distillery**

Local Business Feedback

The Encore Pub & Restaurant

“Busiest weekend we have had since Covid”

“Busier than Christmas and New Year”

“We did about 18k in cash, which is really really good”

Hoorays Ice Cream Parlour

“It brought people in, definitely had a positive effect on the business”

Peter Eabbit – Timeless Tales Gift Shop

“We really liked the way stalls were set up, it meant people were still able to see our shop so there was a great flow of people “

“Definitely helped business this time of year, we normally are busier around Easter time but we were really busy that weekend”

Frog and Mouse Gift Shop

“Absolutely amazing, people tended to hang around longer. Definitely helped business”

“Always is the busiest weekend of the year for us”

Auburn Fox – Furniture & Homeware

“It was excellent, really good for business”

“Its the first year we have been here in Stratford and it was so so good”

The Windmill

“Chaotic in a good way, really good for business, all 4 of our pubs broke record figures”

Indigo Hotel

“We were fully booked, it’s always a busy time of the year for us. The market definitely helps”

“We have regulars that come every year”

The Queens Head/Hotel:

“Busiest we’ve ever seen it here”

“So busy we had queues outside, it was great for business”

“We were fully booked”

The White Swan Hotel

“It helped business for sure!”

“We’ve never seen it that busy before it was great”

The One Elm

“Very very busy, it was our busiest day ever”

“We had record breaking numbers”

“The market overall was great, there was such a good buzz and the atmosphere was amazing”

Visitor Feedback

It was the best yet...much more variety of goods and a plan. Food was delicious. Would have been more Christmassy on Friday if the lights had been on much earlier and perhaps more carol singers but otherwise it was lovely.

5 w [Like](#) [Reply](#) [Hide](#) 2

Lynn Callaghan

Had a brilliant time around the market on Sunday - apart from the rain !! Great food selection.

5 w [Like](#) [Reply](#) [Hide](#) 1

Ivor Haycock

Fabulous again, loved every mile we walked, every drop of rain, looking at the stalls and traders in their brilliant costumes, also the stage acts, who carried themselves really well, keeping us entertained in seasonal tributes. Really appreciated the effort everyone put in to make this yet another memorable market.

Already booked our b & b for next year, but please can we have the fire engine bar back, or someone else selling a variety of craft ales near the stage.

5 w [Like](#) [Reply](#) [Hide](#) 4

Sarah Louise

Absolutely amazing market Thank you 🙏. We arrived 1st thing Saturday and enjoyed wondering around the stalls before the crowds arrived and the rain 🌧️! We will be back next year x

4 w [Like](#) [Reply](#) [Hide](#) 2

Ryan Patrick

Unbelievable event, we work the hundreds of events nationally and internationally and this is one of the best.

Well done all involved. 🙌🙌

5 w [Like](#) [Reply](#) [Hide](#) 4

Lisa Chow

Wow! Well done to the team! Thank you so much, it was lovely and we look forward to next year's market!

5 w [Like](#) [Reply](#) [Hide](#) 1

Karen Holden

🙌🙌 we had a lovely day on Sunday

5 w [Like](#) [Reply](#) [Hide](#) 2

Mandi Meer

We're locals and we visited on Saturday night with our friends. It was fabulous, if not heaving 😅. Our friends said it was the best Christmas Market they'd been to and beat Birmingham hands down. Well done to everyone involved. Each year it's starting to feel a bit like the Coca-Cola lorry... once it's there and you've been.. you know that the holidays are coming! 🙌🙌🙌

4 w [Like](#) [Reply](#) [Hide](#) 2

Pamela Lewis

Thank you it was amazing 🙌 xx

5 w [Like](#) [Reply](#) [Hide](#) 2

Aynne Farrell

We had a fabulous time on Saturday, thank you to everyone who made it happen xx

5 w [Like](#) [Reply](#) [Hide](#) 2

Lisa Campion

Thank you - lots of hard work from everyone involved goes into this event! Looking forward to 2024 x

5 w [Like](#) [Reply](#) [Hide](#) 4

Louise Wilkes

Truly magical event, well done to you all 🙌 looking forward to 2024 🎄🎅🎄

5 w [Like](#) [Reply](#) [Hide](#) 2

Janet Sargeant

loved it

5 w [Like](#) [Reply](#) [Hide](#) 1

Julie Estcourt

It was a fantastic weekend looking forward to next year xx

5 w [Like](#) [Reply](#) [Hide](#) 2

Deb Snooks

Fantastic as always see you all in 2024 🎄🙌

5 w [Like](#) [Reply](#) [Hide](#) 1

Karen Haddock

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5 w [Like](#) [Reply](#) [Hide](#) 2

Lynn Callaghan

Had a brilliant time around the market on Sunday - apart from the rain !! Great food

Carrie Burrows

it's was amazing thank you for the fantastic memories i share with my sisters 🥰❤️

5 w [Like](#) [Reply](#) [Hide](#) 2

William Amos

We had an amazing event, well done all involved

4 w [Like](#) [Reply](#) [Hide](#) 2

John Scriven

Great time

. Lovely atmosphere, 🙌🙌🙌

5 w [Like](#) [Reply](#) [Hide](#) 2

Susie Batsford

It was incredible. Can't wait for next year.

5 w [Like](#) [Reply](#) [Hide](#) 2

Moore4You Worcester · [Follow](#)

We had a superb time exhibiting inside the Town hall which was organised by [Zoe Coldicott](#)

5 w [Like](#) [Reply](#) [Hide](#) 3

Anita Oliveri

It's the best Christmas market we've been to...

5 w [Like](#) [Reply](#) [Hide](#) 3



Thank You

Any questions?

www.lsdpromotions.com

 @SUAVictorianChristmasMarket

 @marketsuponavon