

# 国際芸術祭と国際文化交流

ブリティッシュ・カウンシル  
湯浅 真奈美

# Festivals in Edinburgh



# Festivals in Edinburgh

3,000+ events  
25,000+ performers  
4.5 million attendances  
from 70 countries worldwide

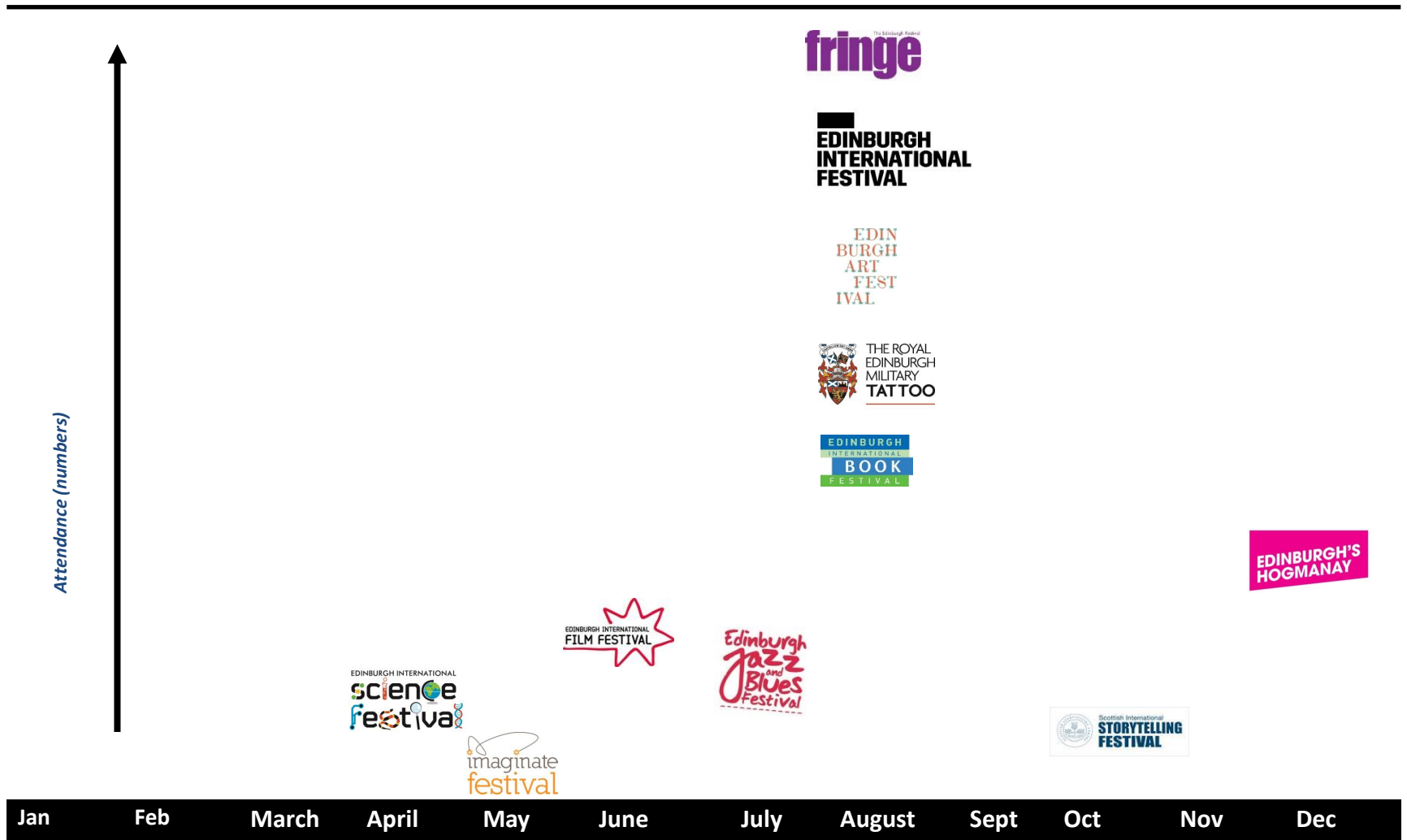
EDINBURGH



# Festivals in Edinburgh



# Festivals in Edinburgh



# STRATEGIC DOCUMENTS

**THUNDERING HOOVES**  
MAINTAINING THE GLOBAL COMPETITIVE  
EDGE OF EDINBURGH'S FESTIVALS  
4 MAY 2006

11-29 Fashion Street  
London E1 6PX  
T 0 20 7377 6559  
F 0 20 7377 5992

285 West Broadway  
New York, NY 10013  
T 1 212 226 5820  
F 1 212 226 5821



# Strategic Planning



**FESTIVALS EDINBURGH**  
CEOs/Directors of Edinburgh's Festivals

**FESTIVALS FORUM**  
CEOs of key public stakeholders plus independent experts

 The Scottish Government

 •EDINBURGH•  
THE CITY OF EDINBURGH COUNCIL

 CREATIVE SCOTLAND  
ALBA | CHRUTHACHAIL

 EventScotland

 Scottish Enterprise

 BRITISH COUNCIL

# Collaboration structure

## FESTIVALS EDINBURGH

### Mission

To be the world's leading festival city, by supporting the collective cultural and financial health of Edinburgh's Festivals

### Objectives

Reputation secured and enhanced

Investment sustained and increased

### Priorities

Investment

Advocacy

Marketing

Engagement

Skills

Leadership

### Governance

BOARD: 11 Festival CEOs or Directors

STAFF: 8 Full-time equivalent

### Insight

Working Groups [of festival staff members]

Pop-up Groups [time limited & task specific]

Knowledge Sharing Forums [created and led by staff]



# Partnerships & Positioning



Defining  
Brand



Economic  
Powerhouses



Cultural  
Platforms



Tourism  
Gateways

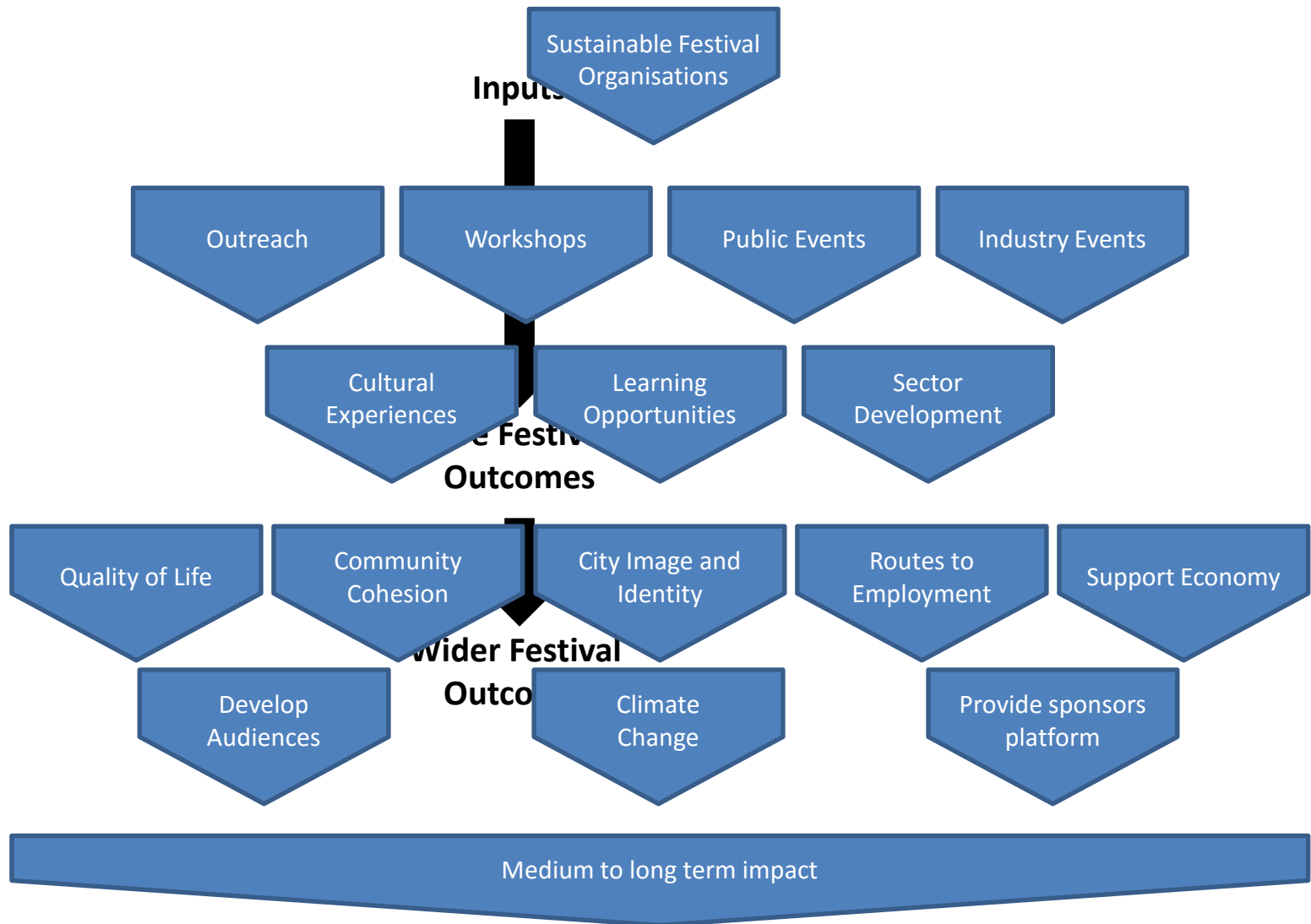


Creators of  
Cohesion



International  
Relations

# Capturing Impacts: Logic Model




# SCOTLAND'S NATIONAL PERFORMANCE FRAMEWORK

- Children & Young People
- Communities
- Culture
- Economy
- Education
- Environment
- Fair Work & Business
- Health
- Human Rights
- International
- Poverty





# WORLD LEADING FESTIVAL CITY

  
[Tell me more](#)



# 2018年8月開催のフェスティバル



## エジンバラ・インターナショナル・フェスティバル(8/2-8/26)

- 作品数: 85 / 公演数: 180 / 参加アーティスト数: 2,800 / 参加国数: 60



## エジンバラ・フェスティバル・フリンジ(8/2-8/26)

- 会場数: 317 / 作品数: 3548 / 公演数: 56,796 / 参加国数: 52ヶ国
- チケット: 2,800,000枚(約50%がスコットランド外からの来場者)



## ロイヤル・エジンバラ・ミリタリー・タトゥー (8/2-8/24)

- 観客数: 220,000
- パフォーマー: 1200
- 100万ポンドを13のチャリティに寄付



## エジンバラ・アートフェスティバル(7/25-8/25)

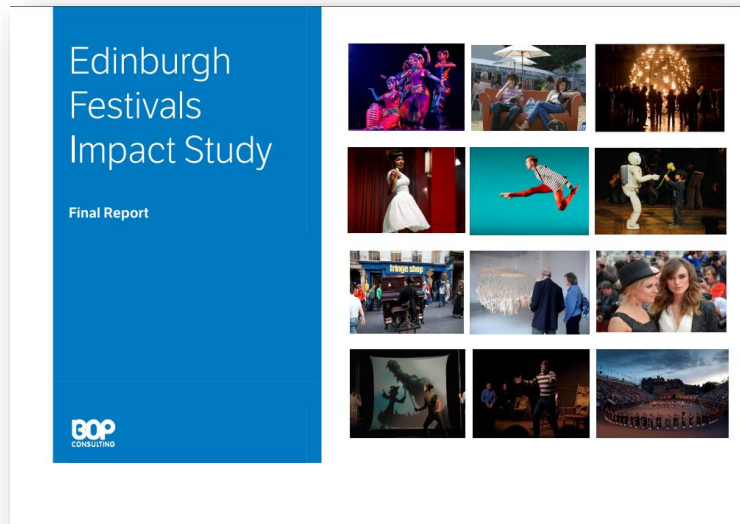
- 40か所で50の展覧会(85%が無料) / 200件のイベント
- アーティスト:412人、作家・詩人:103人、音楽家:60人



## エジンバラ・インターナショナル・ブック・フェスティバル(8/10-8/26)

- 800件のイベント(そのうち200件は子供やファミリー対象)
- 来場者数: 260,000人 / 書籍の売り上げ: 2017年より8%UP

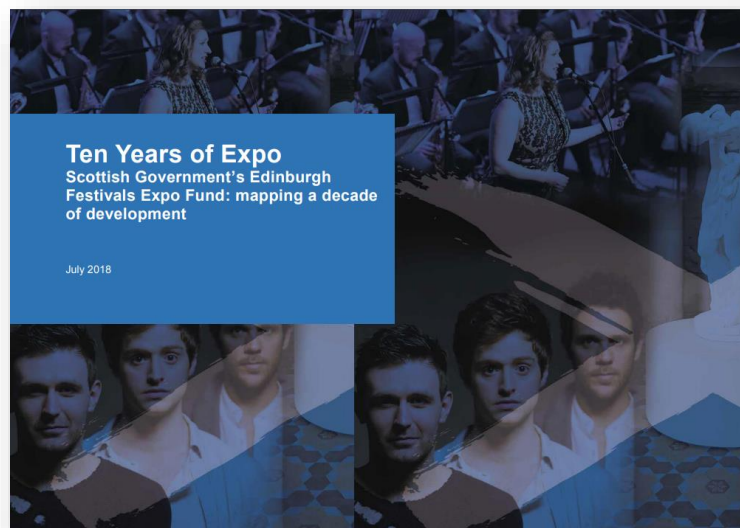
# IMPACT STUDY



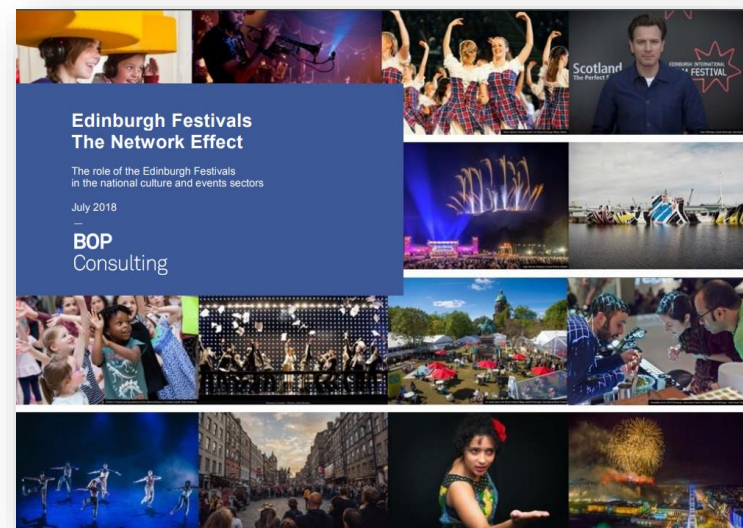
2010



2015



2018



2018

# Impact Study 2015: sustained excellence

## ATTENDANCE SIMILAR TO THE WORLD CUP



**4.5m**

attended in 2015 putting the Festivals on a par with the FIFA World Cup, both being second to the Olympic Games

## LOCALS LOVE THE FESTIVALS



**89%**

of local festival goers say the Festivals increase their pride in Edinburgh as a city

## THE PLACE FOR CULTURAL DISCOVERY



**92%**

say that the Festivals give them the chance to see work they would not otherwise get a chance to see

## ECONOMIC POWERHOUSES



**£313m**

generated for the Scottish economy in 2015 - an increase of 24% since 2010 - primarily benefiting tourism businesses