

PORTLAND WINTER LIGHT FESTIVAL

FEB 2-10, 2024

2024 IMPACT REPORT

The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. Art installations are embedded in the urban landscape of the Central City and neighborhoods throughout Portland. The event is presented for free to the public and showcases light-based immersive public sculpture, performances, and live participatory events annually.

274,000

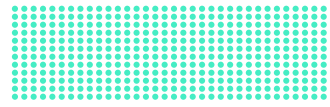
+32% FROM 2023 TOTAL ATTENDANCE – FEBRUARY 2-10, 2024



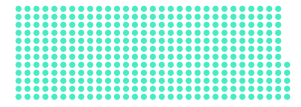
159 PUBLIC ART INSTALLATIONS



52 PERFORMANCES & LIVE EVENTS



417 ARTISTS & PERFORMERS



365 TOTAL VOLUNTEERS



116 PARTICIPATING BUSINESSES



98 VENUE LOCATIONS



7% STAYED IN HOTEL/BNB

ESTIMATED ECONOMIC IMPACT

\$10,054,000

ATTENDEES SPENT AN AVERAGE OF \$36.45 EACH

GUESTS CAME BY:



72%
CAR



21%
RAIL/BUS



6.4%
RIDESHARE



6%
BIKE



446,620
GOOGLE MAP VIEWS
+5.9%



161,000
WEBSITE VIEWS
+36.4%
JAN 1 - FEB 29



23,090
INSTAGRAM FOLLOWERS
53.1K
+REACH



25,597
FACEBOOK FOLLOWERS
172.3K
+REACH



14,209
MAILCHIMP CONTACTS
+10.4%



\$147,323
EARNED MEDIA
TV/RADIO/PRINT/DIGITAL
CALCULATED PR VALUE



PDXWLF.COM

the WILLAMETTE LIGHT BRIGADE

Sources: Survey data, direct sample crowd count, Arts & Economic Prosperity 6 Report, Google Maps, Google Analytics