

REGENERATION BY LIGHT IN BLACKPOOL

Location: Blackpool, United Kingdom

Client: ReBlackpool

Services: Market Assessment, Economic Impact Assessment



Economic assessment for two new illuminations projects for Blackpool

Project Objectives:

- To investigate, analyse and report on the economic and other related outcomes of two illumination projects in Blackpool.
- Assess the impact of these developments on visitor numbers, visitor nights, overnight stays, private sector investment in tourism, and gross value added (GVA).

Our Recommendations:

- We undertook research of nine illuminations/light and sound shows around the world, including Niagara and Las Vegas in the US, Regent Street in London, UK, and Croydon and Walsall in the UK, to develop a base of credible evidence upon which to develop visitor assumptions about the two new projects in Blackpool.
- Estimates were made regarding the number of additional visitors each of the projects would generate, as well as additional full-time jobs, and GVA.
- The most favourable project was recommended for development by ReBlackpool.