



ECONOMIC IMPACT OF CULTURAL FESTIVALS

PILOT STUDY & FINE-TUNING OF
METHODOLOGY

WHY SUCH STUDY?

**WE CREATE APPLIED METHODOLOGY, CAPACITY
OF CONSULTANTS AND BROAD COALITION FOR
ONGOING STUDY OF ECONOMIC EFFECTS OF
NON-COMMERCIAL GOODS AND SERVICES**

CULTURAL OPERATORS AND
OTHER GRANTEES

DONORS - PRIVATE, PUBLIC

MEDIA AND SOCIETY

**WHO WILL USE SUCH RESEARCH
METHODOLOGY**

COALITION OF PARTNERS

INDUSTRY WATCH

BAUERSACHS FOUNDATION

PLOVDIV UNIVERSITY [Sociology Dept.]

OPEN ARTS FOUNDATION

KEY CONSULTANTS

GEORGI STOEFF | IW

PROF. IVAN TCHALAKOV | PU

DANIELA MITEVA, PHD [DUKE]

MAIN METHODS

COST-BENEFIT ANALYSIS

DERIVED DEMAND
from travel costs

CONTINGENT VALUATION
stated preferences

KEY FINDINGS FOR NIGHT/PLOVDIV 2015 PILOT STUDY

0.5 – 0.7 MILLION EURO

TOTAL ECONOMIC EFFECT
(incl. consumer surplus)

KEY FINDINGS FOR NIGHT/PLOVDIV 2015 PILOT STUDY

31,000 UNIQUE VISITORS

410,000 euro DIRECT ECONOMIC EFFECT

100,000 euro DIRECT COSTS

COLLECTION OF FIELD DATA

ZONING,
COUNTING

40

VOLUNTEERS ON
FIELD

958

RESPONDENTS

WHERE SUCH METHODOLOGY IS APPLICABLE

CULTURAL FESTIVALS

CULTURAL HERITAGE AND CITY
COMMONS

SOCIAL PROJECTS

SPORTS EVENTS

SEE FULL REPORT



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For enquiries: stoeff@iwatchbulgaria.com | miteva@bauersax.org