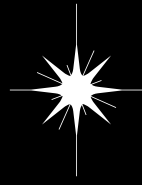


PORTLAND WINTER LIGHT FESTIVAL

2023 IMPACT REPORT



The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. With a decentralized footprint spanning two weekends, 2023 was the 8th year of this annual Festival and featured light-based art installations and pop-up performances throughout Portland.

208,000

TOTAL ATTENDANCE
FEBRUARY 3-11, 2023



84%
FROM PDX METRO

29%
BROUGHT KIDS

16%
VISITORS

96%
WILL RETURN

136
PUBLIC ART
INSTALLATIONS

86
LOCATION
VENUES

44
PERFORMANCES
& LIVE EVENTS

308
ARTISTS & PERFORMERS

253
TOTAL VOLUNTEERS

\$4,434,000

ESTIMATED ECONOMIC IMPACT

ADULT ATTENDEES SPENT
AN AVERAGE OF **\$21.35** EACH

5.6%
STAYED IN
HOTEL/BNB

GUESTS CAME BY:

72%
CAR

21%
RAIL/BUS

7%
RIDESHARE

743,563
GOOGLE MAP
VIEWS
+5.9%

118,000
WEBSITE VISITS
(JAN 1-FEB 28)
+14.5%

19,500
INSTAGRAM
FOLLOWERS
+21.8%

24,595
FACEBOOK
FOLLOWERS
+8.3%

12,865
CONTACTS
+27.3%



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Sources: Online surveys, direct sample crowd count, Google Maps, and Visitor Analytics

the WILLAMETTE
LIGHT BRIGADE