

# Re: Turner Prize

Phil Batty

Sun 30/10/2016 13:29

Inbox

To: Francesca Hegyi <fran.hegyi@hull2017.co.uk>; Elinor Unwin <elinor.unwin@hull2017.co.uk>;

Glasgow shared this with us when we went up (before they actually hosted it) and we've never had the actual attendance figures I don't believe, but this press article reports 50% of the target below (75,000):

<http://www.creativescotland.com/what-we-do/latest-news/archive/2016/01/turner-prize-2015-draws-record-audiences-to-glasgow-tramway>

## Audience Targets

- Average London attendances: 80,000
- Baltic attendances in 2011: 149,770
- Derry attendances in 2013: 40,000
- Glasgow (estimate) in 2015: 150,000.

We should also take into account that whilst the Turner Prize will attract many visitors from London and the rest of the UK, as seen with the Baltic, the local population will be intrigued too so the visitor profile reflects this.

Glasgow Attendance Target - 150,000 split as follows:

- 45% Glasgow
- 15% Local Authority Adjacent
- 18% Scotland
- 12% UK
- 10% Overseas Estimated Economic Impact: £3.5m Glasgow and £1.2m Scotland (based on BAS 2011 which has similar unique visitors and percentages)

## Segmentation

- Contemporary art audience
- Interested but not expert
- Schools and HE sector
- Young Scots
- Local communities
- UK and overseas tourists
- Visual Arts Professionals

Kind Regards  
Phil

**PHIL BATTY**  
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**From:** Francesca Hegyi  
**Sent:** 28 October 2016 18:16  
**To:** Phil Batty; Elinor Unwin  
**Subject:** Turner Prize

I don't suppose we have any stats on turner Prize and its audience - numbers, reach etc do we?  
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**FRANCESCA HEGYI**  
EXECUTIVE DIRECTOR

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