

Item 12.1 St Kilda Festival 2022/23

Question from Councillor Clark:

The 2020 St Kilda Festival brought an economic benefit of \$34 million to St Kilda. Can officers provide a breakdown of what made up the largest contributions?

Response:

The table below provides a breakdown of economic benefit by demographic, with proportion of each category also included:

Category	Attributed Expenditure (\$)	Proportion of Attendees
International visitors	4,884,807	9.2%
Interstate visitors	6,588,729	5.9%
Intrastate visitors	22,905,322	61.3%
Total	34,378,858	76.4% <i>(The remainder were CoPP residents)</i>

It is further noted that 66% of attendees visited a local St Kilda trader while they attended the Festival, and spent an average of \$64.50 when they did so.

**Please note answers to any questions in Public Question Time and Councillor Question Time which were answered at the meeting are included in the minutes of that meeting.*