

GREAT CORNISH FOOD FESTIVAL

■ 2014, in a nutshell...

- 60 exhibitors; 40 professional masterclasses/tastings/demonstrations; approximately 40,000 visitors.
- Almost 1 in 5 visitors had been before; 18% heard by word of mouth.
- Over 8,500 (more than 1 in 5) were on holiday.
- Over 3,000 were on holiday AND had come to Cornwall especially for the festival. About 2,000 of these people had not been to the festival before.
- A further 2,000 came especially to Cornwall for the festival but were not on holiday.
- 86% (more than 33,500) came from outside Truro: some from as far away as Canada, the US and Australia.
- Almost 8,500 had a professional interest in food and drink.
- More people than ever before had planned their visit. Only 1.5% (less than 600 of the 40,000) were just passing.
- Actual spend during festival was c. £150,000k, up nearly 24% on 2013. Spend per head was £3.75, the highest recorded to date. This figure disguises some very high spenders because the free entry means some people come just to browse, learn and be entertained.
- PR reach was over 55 million and stretched as far as Canada.
- Listed/featured in almost all of the national newspaper and key food magazines.
- 3 mentions on BBC Radio 2, including a half hour prime time recipe slot.
- BBC Radio Cornwall coverage included 13 feature slots from mid-August, plus 2 live broadcasts during festival, professional presenters providing MC assistance on main theatre throughout, and promo 'jingle' in lead-up.
- Local/regional press coverage via Cornwall and Devon Media included a series of 4 articles plus paid advertising in the Cornish weekly papers (Cornishman, Cornish Guardian and West Briton), a series of 4 articles in the Western Morning News and feature plus listing in Cornwall Today.
- BBC Spotlight and ITV Westcountry TV covered the event.
- Feedback suggests the Great Cornish Food Festival has become one of the most talked about events within the Cornish business community.
- Advertising panels in 32 railway stations across the entire First Great Western network (value £24,000) were provided by the key sponsor.
- 30,000 page views of festival website.
- Overall value of the PR campaign was £475,000+.
- 97% of visitors rated overall experience either excellent or good (71% said excellent).
- 98% rated the location as either excellent or good (73% said excellent).
- Visitors particularly liked the showcase of Cornish produce, the demonstrations and the new deck area.
- Some of the visitors from further afield expected it to be bigger and the main suggestion overall for improvement was about space - that the event needs to become less crowded/get bigger.
- The estimated overall value of the event to Cornwall is £3.1million, a significant rise from £1.4 million in 2013.
- The event has increased in value more than threefold since 2009 and is managed at no cost to the local authorities apart from the use of the site, kindly made available by Truro City Council.
- The Great Cornish Food Festival is run by: