



Fringe in numbers.

2,201,175

tickets issued in 2022

167 countries

represented on average at the Fringe

20 weeks

to watch all 3,334 2022 Fringe shows back to back

over 31,000

creatives across 10 genres, from Shakespeare to circus

voted no.1

experience in the UK by Lonely Planet in 2019

**190k twitter
followers**

Our audiences.

Central Pulse*

- Aged 26-35
- Private renting
- Urban locations
- Young neighbourhoods

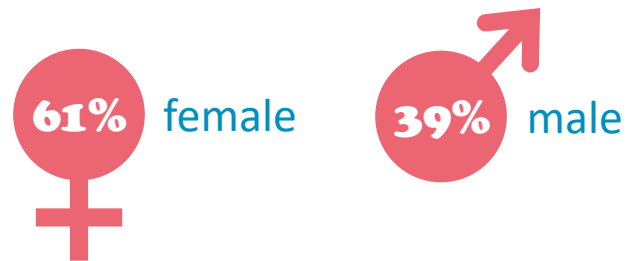
City Prosperity

- Aged 26-35
- High value properties
- Central city areas
- High status jobs

Prestige Positions

- Aged 56-65
- High value homes
- Married with older kids
- High assets/investments

Edinburgh	35%
Rest of Scotland	22%
Rest of UK	36%
International	7%



*Demographics based on Experian's Mosaic Customer Classification.