



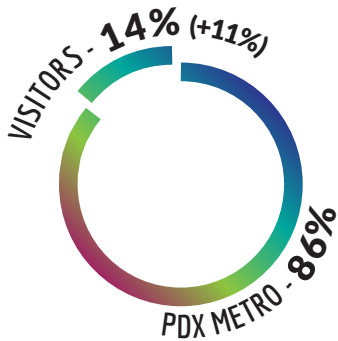
The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. With a decentralized footprint spanning two weekends, 2022 was the 7th year of this annual Festival and featured light-based art installations and pop-up performances throughout Portland.

189,000
TOTAL ATTENDANCE

87,200 1ST WEEKEND

10,400 WEEKDAY

91,200 2ND WEEKEND



\$3,700,700

ESTIMATED ECONOMIC IMPACT

Adult Attendees spent an average of \$19.60 each

GUESTS CAME BY:

77%



18%



3.2%



35% BROUGHT KIDS (+18%)



4.7% STAYED IN HOTEL / BNB

101 BUSINESSES, EMPTY STOREFRONTS, FRONT YARDS, HOTELS, RETAIL WINDOWS, PUBLIC SPACES

135 ART INSTALLATIONS BY 270 ARTISTS

147 VOLUNTEERS 74 PER WEEKEND



22,704
FACEBOOK (+1.2%)



701,812
GOOGLE MAP VIEWS



10,109
CONTACTS (-50%)



16,012
INSTAGRAM



100,916
WEBSITE VISITORS (+66%)

LIGHTTHEBRIDGES.ORG

the WILLAMETTE
LIGHT BRIGADE

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