

Chester in Purple Bloom

120

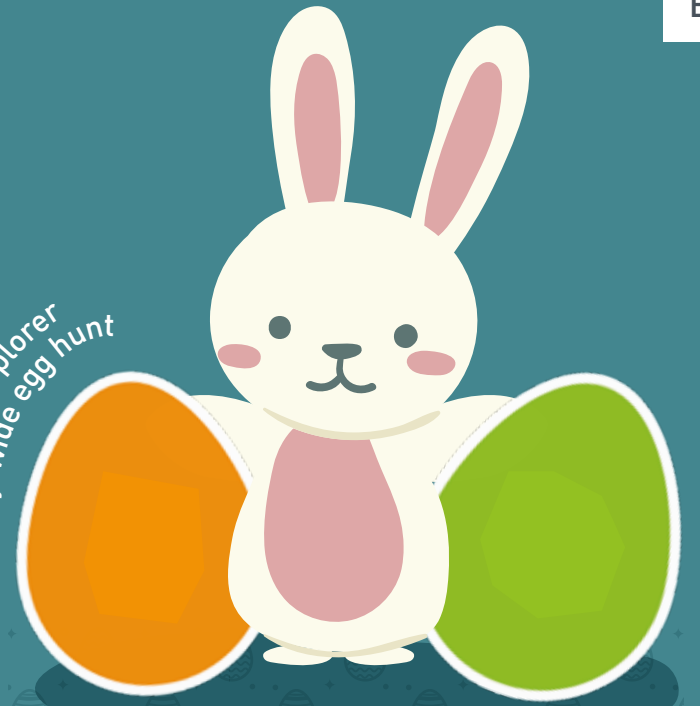
Floral displays in the public realm, including Chester Rows

60

Purple themed Hanging baskets supplied to Pubs and Restaurants

Easter

Easter Eggsplorer city-wide egg hunt



Chilli Fest

Footfall on Northgate Street up with more than

2100 PEOPLE

compared to the same Saturday in 2017

Talking Walls

Experience Chester Website

listens during the
Over 21,000
one-year project

26 businesses took part
PR value: £223,103

15,899
WEBSITE VIEWS

Easter Film Screenings

933
tickets booked

53% went shopping
66% went to a café/restaurant
40% visited a city centre attraction



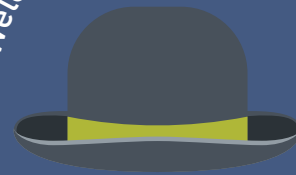
WE WELCOMED **5 NEW BUSINESSES** TO CHESTER



Scandinavian Living Chester



Welcome Ambassadors



6,265
CUSTOMERS WELCOMED

1414 Business Interactions
54 Intelligence Tallies

Public Relations



745,827
TOTAL REACH

£33,064 Advertising Value Equivalent
74 Press Articles



Summer IN THE CITY

21ST JULY - 2ND SEPTEMBER

ACTIVITIES INCLUDE:

BUMBLEBEES +
BUTTERFLIES TRAIL

WILDLIFE WORKSHOPS

FREE FAMILY
FILM SCREENINGS

WATERGATE
STREET FESTIVAL

FOOD FIESTAS
SAND LAND
AND MUCH MORE!

TO FIND OUT MORE VISIT experiencechester.co.uk/summer



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