

Halloween

Largest city centre trail to date with 50 businesses taking part!

Over 10,000 sweets handed out

50 participating businesses

162 entries (34 with permission)

386 people registered for the 3 film screenings of Coco at The Grosvenor Museum!

"We only called in a for a sweet and I ended up leaving £40 lighter! We had a brilliant time on the trail and managed to spend a little money too."
Mum of two talking about Mountain Warehouse

"Hats off to @ch1chesterbid what a fabulous idea. Halloween treasure hunt around all the local, independent businesses in the city centre. We visted some shops we didn't know existed today. This was an absolute winner!"
Dad via Facebook

"My daughter really enjoyed this today. All the shop and bar owners were so friendly and really had time for the children. Lovely to go into some shops that we wouldn't normally think to go into."
Mum via Facebook

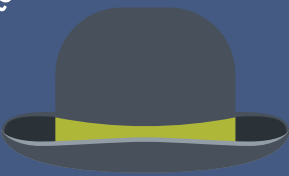
Customer Service Awards



1334 Public Votes cast

Over 150 people attended the event at The Chester Grosvenor Hotel

Welcome Ambassadors



4,601 CUSTOMERS WELCOMED

1,787 Business Visits

Public Relations



1,321,592 Total Reach

£50,084 Advertising Value Equivalent

88 Press Articles

Christmas

17,000 people attended

5,000 pairs of Magic Glasses handed out (remaining 5,000 handed out throughout Nov/Dec so 10,000 given away in total)

Snow machine added to the parade!

Extreme Cake Makers filmed on the evening and ChELFie and Chester were in Channel 4!

Once again, CH1ChesterBID provided funding for additional lights in the city centre, including the **CheSTAR** outside Chester Cathedral and the additional **Christmas Tree** on Foregate Street.

Over 1,500 people registered for Christmas films!

10 film screenings in total

3,476 children experienced Storytelling with Santa

"It was brilliant! Santa was so patient and great with the children. He took time to talk to each of them and his story was magical."

"Thank you, we loved Santa this morning!"

"We had a fab time at Storytelling with Santa today!"

Facebook Feedback

chELFie, ELFie and their elf friends spent over 270 hours in the city centre meeting and greeting shoppers and visitors!

Over 2,000 people entered

Over 30 businesses put forward prizes in the BIG Christmas Giveaway

21 prizes in total including a Family Christmas hamper worth over £2,000!

Over 4,000 visits to the BIG Christmas Giveaway page on experiencechester.co.uk whilst the competition ran

Chester Light Switch on Parade

Films

Storytelling with Santa

Elves

BIG Christmas Giveaway