

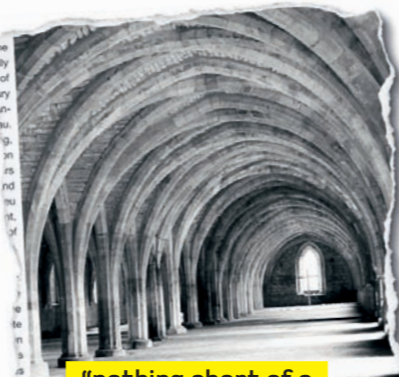
TIMELESS STORIES, SPECTACULARLY TOLD



"...quite simply, miraculous."
The Daily Telegraph on Simón Bolívar Youth Orchestra of Venezuela



"A spectacular piece of theatre with palpable audience appeal."
The Guardian on The Bacchae



"nothing short of a phenomenon" The Scotsman on Harmony and Humanity Series in Greyfriars Kirk



"...genuinely mesmerising..."
The Daily Telegraph on Trisha Brown Dance Company



"...fearless and energetic..."
Metro on Poppea



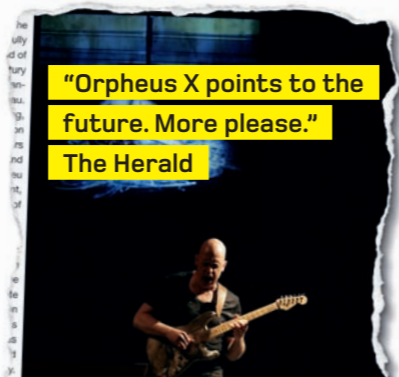
"breathtaking"
The Scotsman on Monteverdi Madrigals in Greyfriars Kirk



"sparky, funky, exuberant dance"
The Herald on On Danfe



"A stunning show"
Guardian on Mabou Mines DollHouse



"Orpheus X points to the future. More please."
The Herald

EDINBURGH INTERNATIONAL

FESTIVAL 07



"A Festival
to remember"
The Scotsman





FESTIVAL 07 – THE FACTS

Festival 07 was an **artistic and critical success**, attracting plaudits from both audiences and critics. It was the first Festival programmed by Jonathan Mills, who was appointed in March 2006. All of the artists and companies in the 2007 programme were selected by him.

“New International Festival Director Jonathan Mills got off to a flier” – Metro

International artists included orchestras from Germany, Spain, Venezuela and England; opera companies from France, Italy and England; dance companies from Belgium, USA and France; theatre companies from Austria and USA and visual artists from Taiwan and Slovenia.

The Festival also plays a **vital role** in the economic health of the arts sector in Scotland through **employing Scottish companies, artists and orchestras** as well as hiring Edinburgh’s main venues every year.

Scottish companies included National Theatre of Scotland, Scottish Ballet, Theatre Cryptic, Hebrides Ensemble, Scottish Chamber Orchestra, BBC Scottish Symphony Orchestra and Royal Scottish National Orchestra.

In order to continue to deliver this huge **cultural and economic benefit** to Scotland, the Festival, which is a **registered charity**, raises money from a number of different sources, public and private. The City of Edinburgh Council and the Scottish Arts Council (which distributes money from the Scottish Executive) together award grant support which covers 48% of the Festival’s budget.

The **corporate sector** makes an **outstanding and vital contribution** as do individuals, through membership of our Muses and Patrons schemes and through donations and legacies. Trusts and foundations are also an essential source of funding. The Edinburgh International Festival is **one of the most successful arts companies in the UK** in raising money across all these sectors.

Ticket sales account for approximately twenty six percent of income and the Festival ensures it uses the money from public investment to keep a wide range of ticket prices – among the **best value anywhere in the world**, ensuring that the Festival remains **accessible** to a wide range of people.

- In 2007 the Festival presented **139 performances** of which 3 were world premieres, 2 were European premieres, 6 were UK premieres and there were 4 specially commissioned public works of art.
- 500 Scottish-based and 1500 international artists took part in Festival 07.
- Festival 07 took its first **£1 million** within 5 days of public booking opening in April. The final box office take was nearly **£2.5 million**.
- There were over **380,000 attendances** at Festival 07 events.
- **83.5% of seats** were sold.
- Almost **8,000 people** attended the 16 choral concerts at Greyfriars Kirk.
- 41% of all box office income came from **online sales**.
- There were over **36 million hits** to the EIF website from January to October 2007.
- **Four new sponsors and seven new corporate members** supported Festival 07.
- There was a 10% increase in the number of **students** and **young people** attending Festival performances in 2007.
- 2,818 people with disabilities attended performances in Festival 07 through our **Access Pricing Policy**.
- **Overseas audience members** came from across the globe – from Argentina to Australia, Malta to Mexico, Singapore to Sweden and many more besides.
- There was a 10% **increase in Edinburgh Airport’s passenger numbers** in August 2007, with international traffic up by 22.4%.
- 8065 room nights were booked for **Festival artists** throughout the Festival period.
- Hoteliers in the city reported a **2% annual increase in occupancy rates**.
- **Over 100 newspapers** from around the world covered Festival 07.
- Journalists came from as far afield as Japan, Australia, Venezuela, Spain, France, Germany, Austria, China, South Korea, Canada and the United States to **review Festival performances**.

**“Mills’ programme is one many would cross the world for.”
– Weekend Australian**

**“There is quite simply nothing else on the planet like Edinburgh in Festival season.”
– The Stage**

