

South Ayrshire Council

**Report by Director of Communities and Transformation
to Service and Partnerships Performance Panel
of 10 June 2025**

**Subject: The International Ayr Show – 2024: Economic Impact
Assessment**

1. Purpose

- 1.1 The purpose of this report is to update the Service and Partnerships Performance Panel on the Economic Impact Assessment (EIA) for the 2024 International Ayr Show- Festival of Flight.

2. Recommendation

- 2.1 **It is recommended that the Panel considers the Economic Impact Assessment for the 2024 International Ayr Show.**

3. Background

- 3.1 The International Ayr Show - Festival of Flight, was delivered successfully on Friday 6 and Saturday 7 September 2024. The event was well attended with circa 260,000 visitors in total across the two days.
- 3.2 The International Ayr Show - Festival of Flight 2024 delivered significant economic benefits for the South Ayrshire region by not only attracting significant visitors into the area but by putting South Ayrshire in the spotlight and highlighting the area as a destination of choice. A full EIA has been undertaken to measure the event's impact on the local economy, the results of which are attached at [Appendix 1](#). It should be noted that the impact on the South Ayrshire Economy has been calculated to be £7.9m. This assessment was carried out independently by EKOS Consulting. Noted expert consultants in undertaking economic impact assessments.

4. Proposals

- 4.1 It is proposed that Members consider the positive economic impact that the Ayr Show 2024 had on the South Ayrshire Economy.

5. Legal and Procurement Implications

- 5.1 There are no legal implications arising from this report.
- 5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable.

7. Human Resources Implications

7.1 Not applicable.

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 The risks associated with rejecting the recommendations is the missed opportunity to publicise and support the positive economic impact of the 2024 event.

9. Integrated Impact Assessment (incorporating Equalities)

9.1 The proposals in this report do not require to be assessed through an Integrated Impact Assessment.

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priorities 1, 2 and 3 of the Council Plan: Spaces and Places/ Moving around and the environment (Outcome 1), Live, Work, Learn (Outcome 2) and Civic and Community Pride (Outcome 3).

13. Link to Shaping Our Future Council Yes ☐ No ☒

13.1 Not applicable.

14/

14. Results of Consultation

- 14.1 There has been no public consultation on the contents of this report.
- 14.2 Consultation has taken place with Councillor Alec Clark, Portfolio Holder for Tourism, Culture and Rural Affairs, and the contents of this report reflect any feedback provided.

Background Papers **None**

Person to Contact **George Hunter, Assistant Director – Communities**
County Buildings, Wellington Square, Ayr, KA7 1DR
Phone: 01292 612994
Email: George.hunter@south-ayrshire.gov.uk

Date: 29 May 2025



International Ayr Show 2024: Event Impact Assessment



Direct enquiries regarding this report
should be submitted to:

Mick McCart

Senior Consultant

Email: mick.mccart@ekos.co.uk

EKOS Limited,

St. George's Studios,

93-97 St. George's Road,

Glasgow, G3 6JA

Reg 145099

www.ekos-consultants.co.uk



Economic Impact Summary

South Ayrshire Impacts



**Gross Direct
Spend: £7.9m**



**Net Direct
Spend: £6.1m**



**Net Additional
GVA: £2.9m**



**2-day event, held
in September
2024**



**Total attendees
260,000**



The overall experience
was rated highly – 96%
said it was good or very
good.

99% reported that their
experience at the
festival has made it
more likely they would
return to South Ayrshire
in the future.

International Ayr Show 2024: Event Impact Assessment

The International Ayr Show 2024 was held on 6–7 September 2024 at the Ayr Shorefront. It attracted approximately 260,000 attendees over two days. It is Scotland's only dedicated air show. The event featured aerial displays, family-friendly activities, local traders, food stalls, and exhibitions.

Key Findings:

- Visitor Feedback:
 - 55% of attendees were from outside South Ayrshire.
 - 96% rated the event as good or excellent.
 - 99% said they would return to the area, likely providing a considerable benefit to tourism in South Ayrshire by encouraging repeat visitors.
- Business Feedback:
 - 33% of businesses saw increased revenue, especially food & drink (44%) and accommodation (80%) providers.
 - Almost one quarter (23%) of business reported an increase in traffic during the two days, mainly in Ayr Town Centre.
 - 44% of businesses and traders believed that the event had a positive economic impact in Ayr and across South Ayrshire.
- Economic Impact:
 - Gross Direct Spend: £7.9 million – this is the overall spend recorded by visitors at the event.
 - Net Direct Spend (after adjustments): £6.1 million - this is the overall spend recorded by visitors at the event but adjusted for deadweight, displacement, leakage and multipliers,
 - Net GVA (Gross Value Added): £2.9 million - GVA measures the economic value of the event. It represents the difference between event output and the cost of inputs. In simple terms, it equates to wages plus profits