



# Luminarium Aboria II

12 – 21 August 2022  
Kings Square



# Introduction

Luminarium is a **sculpture you enter for an encounter with light**. This immersive art installation has been likened to a labyrinth. Walking through will awaken all of the senses, creating a sense of wonder and enchantment for all ages. Sessions ran every 30 minutes from 12-6pm Monday – Friday and 11am-6pm on the weekend. There were 400 places available midweek and 450 places available at the weekend.

# Ticket Sales

- Online Tickets Sold 3305
- Online Bookings 1135
- Value £15,258
- Online Daily Average £492
- Offline Tickets Sold 2204
- Offline Ticket Sales £10,263
- Total Sales £25,521
- Total Tickets 5509
- Luminarium had to close for substantial parts of Friday 12, Saturday 13 and Sunday 14 August due to the heat wave. Had this not happened we could have expected ticket sales to reach £30,000+.



# Marketing

## Organic Social Media

Facebook Organic:

Reach – 78,310 Engagement – 7,601

Instagram Organic:

Likes – 216 Reach – 4,930

## Paid Facebook

The campaign had a really strong reach but fewer link clicks which is understandable as we went into Herefordshire and Worcestershire for this campaign to try and encourage visitors from outside of the city.

## PR

We issued a press release and achieved the following coverage. Three Radio interviews with BBC Radio Gloucestershire and the following articles:

<https://www.gloucestershirelive.co.uk/whats-on/felt-like-hobbit-lord-rings-7467851>

<https://www.punchline-gloucester.com/foodandentertainment/gloucester-luminarium-to-light-up-kings-square-gloucestershire>

<https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/gloucesters-inflatable-light-show-coming-7411607>

[Gloucester's Luminarium at Kings Square \(soglos.com\)](http://soglos.com)



# Summary

- This was the second internal event that we used the TXGB booking platform for and it worked well.
- Closures meant that dealing with customer complaints and refunds took up a lot of the Tourism and Destination team's time.
- Comments about the experience after the heatwave were in general positive.



Thank You

