**A black background with white text

Description automatically generated**

**ABBA VOYAGE**

**REVEALS ANALYSIS OF SOCIO-ECONOMIC IMPACT ON LONDON**

**CONCERT’S CONTRIBUTION TO LONDON ECONOMY REACHES £322.6 MILLION IN TURNOVER AND £177.7 MILLION IN GVA IN ITS FIRST YEAR**

**CONCERT OPENED IN MAY 2022 AND IS NOW BOOKING UNTIL NOVEMBER 2024**

Producers for **ABBA Voyage**, the revolutionary concert series that sees digital versions of ABBA perform seven times a week in their very own purpose-built 3000 capacity ABBA Arena in East London, today reveal the analysis of its Year 1 socio-economic impact on London and the local community.

Compiled and assessed by global research and strategy consultancy Sound Diplomacy and social value consultancy RealWorth, the report covers the first operational year of ABBA Voyage (May 2022 - May 2023), with the intention to be repeated annually. This report also includes a one-off analysis of the period of construction for the ABBA Arena.

Created with **Agnetha Fältskog**, **Björn Ulvaeus**, **Benny Andersson** and **Anni-Frid Lyngstad**,directed by **Baillie Walsh**, and produced by **Svana Gisla** and **Ludvig Andersson**, ABBA Voyage has been globally celebrated as a landmark event in music and entertainment since opening on 26th May 2022 to rave reviews; bringing together the physical and the digital in a first-of-its-kind live concert experience that, in this first year of operation, has seen over 1 million visitors, 20% of which had travelled from outside of the UK.

The analysis shows that ABBA Voyage has had a significant and positive economic and social impact on London and the local area (the boroughs of Newham, Hackney, Tower Hamlets, Waltham Forest; closest to the Arena location in Pudding Mill Lane). The operation and attendee spending are ongoing generators of economic contribution to the local and city-wide economies, demonstrating that as long as ABBA Voyage is in London, it has the potential to contribute to the economic wealth of the city.

*ABBA Voyage - economic impact*

* **ABBA Voyage contributed £322.6million in turnover to the London economy** between May 2022-May 2023, and **£177.7million in GVA** (Gross Value Added).
* **42% of this total was generated in the local area** (boroughs of Newham, Hackney, Tower Hamlets, Waltham Forest), which equals £134.1 million turnover and **£73.7 million GVA**.
* **The multiplier effect of ABBA Voyage on the London economy equates to every £1 of ABBA Voyage’s revenue generating a turnover of £3.12** - surpassing local multiplier effect of other industries including accommodation, food & beverage, information services and construction along with other creative industries. The majority of the economic impact in the local area was sustained by attendee spending on local accommodation, food & beverage, transport, shopping and entertainment; 98% (£131.2 million) of the turnover was attributed to attendee’s spending, with an average spend per attendee of £103 locally, in addition to the cost of the ticket price to ABBA Voyage.
* ABBA Voyage has provided employment opportunities for 5,075 workers in London; including those directly connected to the concert and those in other sectors that are supported by ABBA Voyage’s existence via attendee spend (i.e. waiting staff, sales staff, chefs, hotel clerks).
* **181,674** international visitors contributed **£42.72 million** (36%) of the direct attendee spend in the local area.
* **International visitors contributed 43% (£83.4 million)** of the direct attendee spend in London - with **half a million visitors from outside of London (within the UK) contributing 49%** (£96.22 million).
* Businesses from the local area benefitted from attendees of ABBA Voyage spending during its first year of operation:
* Accommodation sector received £42.99 million (36% of total spending)
* Restaurants and bars received £24.01 million (20% of total spending)
* Local transportation received £16.57 million (14% of total spending)
* Commercial shops received £11.79 million (10% of total spending)
* Other entertainment establishments received £9.77 million (8% of total spending)
* **88% of spending was made outside of the ABBA Arena**. The average daily spend per attendee in the wider London area was £135.

*ABBA Voyage - social impact*

* **ABBA Voyage contributed an estimated social value of £24.4 million**, with £16.5million attributed to attendees from outside London. Of this total, around £2 million was generated by ABBA Voyage’s pro-social activities.
* **Around £5 million of the well-being created by ABBA Voyage relates to people who attended the event from London outside of the local area,** with £900,000 relating to attendees from the local area.
* **Work and Job Quality benefits generated the largest single amount of social value** (£981,000), largely as a result of the jobs the operation has created, along with investment into charitable causes, education and skills, health value and new social connections.

ABBA Voyage employees were some of the biggest beneficiaries of the organisation’s activities, receiving £733,000 worth of social value through positive employment practices.

Investment into charitable causes has been a major factor in generating social value. £265,000 worth of social value was as a result of donations to global and local charities and fundraising through merchandise sales and donations from profits.

Full report available on request.

**Michael Bolingbroke**, **Chief Executive Officer / Executive Producer for ABBA Voyage,** said: *“The presence of ABBA Voyage is felt in a way that will be enduring. Knowing that in our first full year, the operations of ABBA Voyage has had an economic impact in London of £322 million is extraordinary, and our challenge will be to maintain and grow this number, and to ensure that its effects are long lasting.”*

**Svana Gisla** and **Ludvig Andersson**, **Producers for ABBA Voyage**, said**:** *“It was imperative to us as Producers, and to ABBA, that ABBA Voyage would leave a positive impact on our local community in Stratford and the findings of this report have only surpassed what we could have hoped for. We are proud residents of East London and to be able to employ locally, and enhance the local economy is as joyful to us as the concert itself. We fully intend to continue to evolve our education scheme to provide access and opportunities to young people in our area, and hopefully inspire them to choose the creative sector for their future employment.”*

**The Mayor of London, Sadiq Khan**, said: *“The fantastic success of ABBA Voyage shows once again how London is the music capital of the world and is roaring back from the impact of the pandemic. I am so proud that City Hall was able to help ABBA bring this pioneering show to east London, providing huge benefits to both the local area and London's wider economy. It is a powerful example of how culture has a positive impact on our city, supporting jobs and a range of other industries. The show’s success is testament to the group's enduring appeal and I hope it will continue to delight audiences and help enrich the local economy for years to come, as we build a better London for everyone.”*

**Lyn Garner, Chief Executive of the London Legacy Development Corporation**, said:*“ABBA Voyage has been an amazing success for the area and a vibrant addition to the attractions on Queen Elizabeth Olympic Park. This innovative use of our development land has resulted in one of London’s best and most popular visitor attractions with a massive impact on the local economy and jobs. There has been great work on education and skills for local children while the huge footfall and improved lighting have helped to improve community safety, too.”*

ABBA Voyage is now booking until 25th November 2024. For more information and best availability of tickets go to [www.abbavoyage.com](http://www.abbavoyage.com).

**ENDS**

**NOTES TO EDITORS**

**Concert images can be downloaded** [**here**](https://drive.google.com/drive/folders/1yINxf0Mlgr5stekvswDYup76kPt4WHU0)**.**

[abbavoyage.com](http://www.abbavoyage.com/)

[Instagram](http://www.instagram.com/abbavoyage)

[Twitter](http://www.twitter.com/abbavoyage)

[Facebook](http://www.facebook.com/ABBAVoyage)

[TikTok](http://www.tiktok.com/@abbavoyage)

[YouTube](https://www.youtube.com/channel/UCiHZVbqErdi9_GhzHikrWkQ)

**About ABBA Voyage**

ABBA Voyage opened in May 2022 at the purpose built arena located at the Queen Elizabeth Olympic Park. The revolutionary concert sees the digital versions of ABBA perform a set jam-packed with some of their greatest hits and much-loved songs, along with the new tracks ‘I Still Have Faith in You’ and ‘Don’t Shut Me Down’ - alongside a ten-piece live band.

ABBA Voyage has been created with **Agnetha Fältskog, Björn Ulvaeus, Benny Andersson** and **Anni-Frid Lyngstad.** The concertis directed by **Baillie Walsh**, and produced by **Svana Gisla** and **Ludvig Andersson**.

Tickets for ABBA Voyage are now available until 25th November 2024 and can be bought via the ABBA Voyage website: <https://abbavoyage.com/>

Our official partner is Oceanbird, towards truly sustainable shipping.