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Thousands came out to PLAY MANLY and boosted local tourism



The Northern Beaches' newest festival, PLAY MANLY, successfully boosted visitation and the local economy, new data has shown.

More people visited Manly during the 10-day festival and visitors spent more than \$19.5 million over the duration of the event.

Held from 21–30 April, PLAY MANLY was attended by more than 77,500 people. It was a boost to the local economy, with Spendmapp data showing total spending in Manly was 9% higher during the festival.

Northern Beaches Mayor Michael Regan thanked everyone who came out to 'play' Manly.

"The pandemic dealt a big blow to our local businesses but PLAY MANLY helped put us back on the map, attracting thousands back to our beautiful beachfront CBD," Mayor Regan said.

"Visitors were certainly impressed with the event, with more than half of those surveyed giving PLAY MANLY a score of 5/5."

The free event featured lighting installations, projections and illuminations, live music, hidden laneway gardens, street games, a public piano, free outdoor cinema, interactive history and storytelling displays. Visitors were also able to dine and drink at local restaurants and venues.

The festival was a collaborative effort by Northern Beaches Council and Experience Manly, and proudly supported by the NSW Government through the CBDs Revitalisation Program.

Minister for Enterprise, Investment and Trade Alister Henskens said the NSW Government has committed \$50 million to the CBDs Revitalisation Program.

"We have provided funding to businesses and cultural institutions to stage events designed to drive visitation and accelerate the economic and social recovery of CBD areas across Sydney. The festival's results show this has been a boon for the local economy," Mr Henskens said.

Michael Rodrigues, 24-Hour Economy Commissioner said the data from Play Manly reflects the success of the CBDs Revitalisation Program, which is being implemented across 17 CBDs and town centres.

"PLAY MANLY's statistics are incredibly compelling. Our mission through the CBDs Revitalisation Program and the 24-Hour Economy Strategy is to maximise our city's incredible assets and support new ways for people to get off the couch," Mr Rodrigues said.

"It's satisfying to see community and visitors come together and business operators benefit from this collaboration and partnership between local business, Council and the NSW Government." Experience Manly proudly supported PLAY MANLY and the festival's impact in boosting visitation and reigniting the local economy.

Visitor spending (from people living outside the local area) during the 10-day event was significantly greater (24.1%) at \$6.4 million, compared to \$5.1 million for the baseline period.

To watch highlights of PLAY MANLY visit www.playmanly.com.au view high res IMAGES [here](#)