

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA020118-8994

7 February 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 31 December 2017. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Please could you answer how much the display cost and how much revenue to offset the cost was recouped from ticket sales

Please find attached the information we hold within the scope of your request.

The total cost of the event in 2017 is £3,109,151. With net ticketing revenue and other income of £866,233 the Greater London Authority expenditure is £2,242,918. Please note final figures are still to be confirmed as we are awaiting final invoices for some costs elements.

The ticketing revenue received since ticketing was introduced in 2014 has helped to offset the costs associated with implementing the ticketing process. The economic benefit of the NYE event is considerable. With more than 100,000 ticket holders from London, across the UK and abroad, this translates into a multi-million pound boost to the capital's visitor economy.

In addition, the national and worldwide media coverage of the event brings significant media value and promotion of London. In 2017 the event was seen on BBC TV and other media by an audience of more 12 million, and many more across the globe.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA020118-8994.

Yours sincerely

Brian Oakaby
Events for London

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>