



Universidad de Valladolid



Economic Impact of the Spring Fiestas in Seville, Spain

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Introduction

- Cultural fairs and *fiestas* → one of the largest and most dynamic categories in intangible cultural heritage.
- Popular Fairs and *Fiestas* → an interesting field of research in Cultural Economics since they merge material and immaterial aspects .
- Diverse benefits are generated by such celebrations:
 - Economic (additional income and employment)
 - Social: reinforcing identity and favouring greater social cohesion
 - Tourist attraction for non local tourism
- Spring *Fiestas* in Seville (Spain) (henceforth SFS)→ One of the best examples in this sense

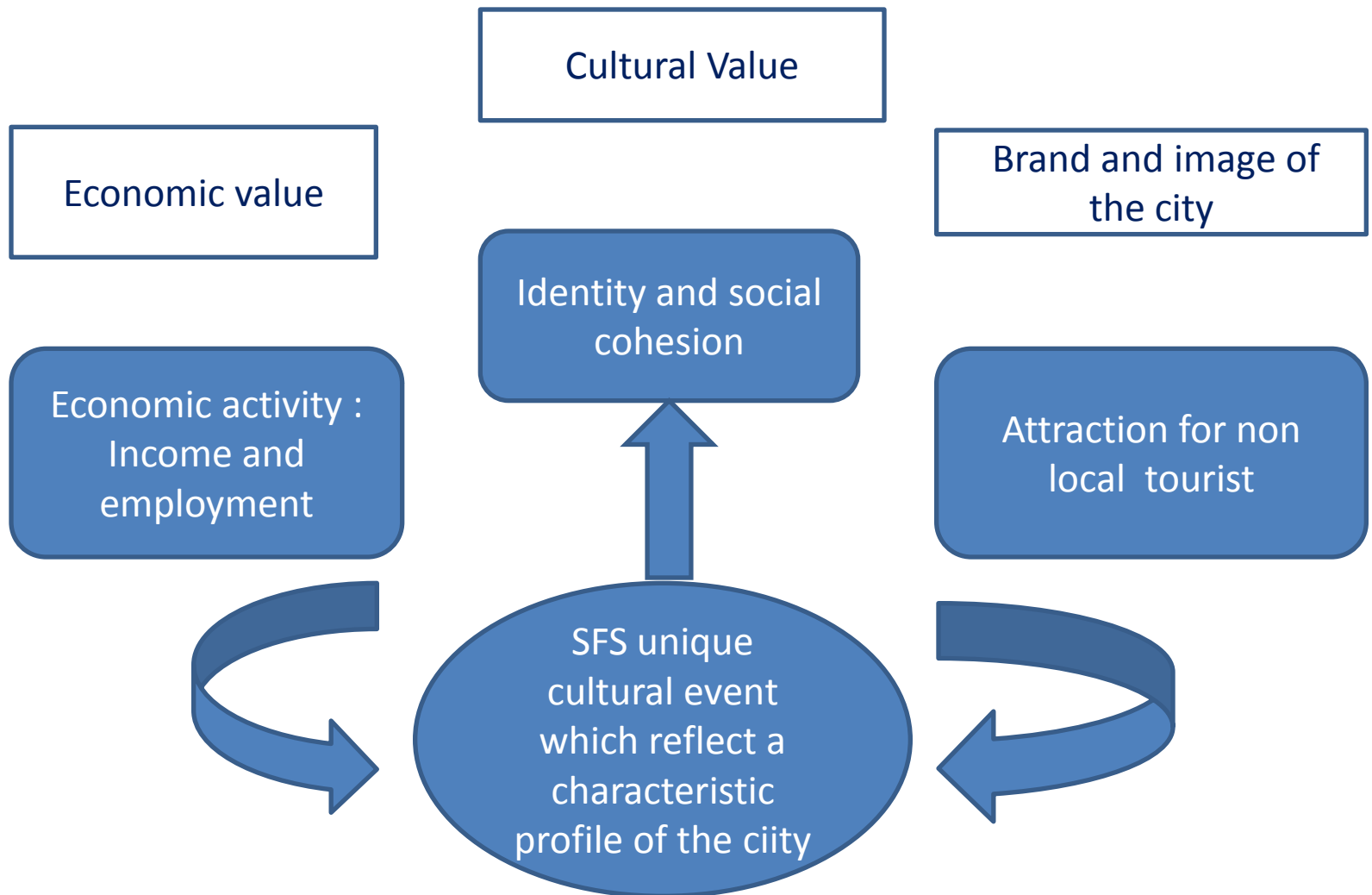
What are Spring *Fiestas* in Seville (SFS)?

- SFS: the most important cultural event in the city every year.
- The SFS which is comprised two events: each is unique with distinctive characteristics and settings:
 - Holy Week (religious)
 - April Fair (non religious, mercantile origin)
- Each of them has a common denominator:
 - a high proportion of immaterial cultural values
- SFS a complex cultural good with a compound nature and the widespread social involvement
- Two different cultural events under the name Spring *Fiestas* in Seville (SFS).

Poster of Spring *Fiestas* in Seville Town City Hall, 1912 and 2009



Why are SFS the most important cultural event in Seville?



Previous literature on SFS

- Research into the SFS has been conducted from several perspectives: anthropology , sociology, politics, history, art, music, literature, etc. Much has been written about Holy Week, adopting varying approaches, Moreno (1999, 2001) and Fernández de Paz (2006) from an anthropological perspective.
- Economic viewpoint less frequent, with the exception of economic impact studies (CES and Cámara de Comercio 2008; Palma et al., 2010), or the work carried out by Lazzeretti (2008, 2011) concerning cultural districts using Holy Week and the April Fair as example.

The Spring *Fiestas* as a Cultural good

SFS share **common features**:

1.- **SFS are held cyclically** (they always take place in Spring) and regularly (during two weeks)

2. These events are **meaningful cultural expressions of the city's social and tourist life** and entail **a high degree of social participation**.

This social participation is favoured by institutional links:

- Membership of the city's brotherhoods in Holy Week (59 brotherhoods)
- Membership or ownership of the different types of marquees at the April Fair (1046 casetas)

3. **SFS as a cultural capital/endowment** of the city Throsby (1999),

Holy Week, Brotherhoods

nazarenos (Madrugá)



Source: <http://sevilla.abc.es>

April Fair, *casetas*

Private caseta, night



Casetas, day



Source: <http://sevilla.abc.es>

The Spring *Fiestas* as a Cultural good

4. SFS→ a cultural prototype of material and immaterial cultural heritage: two arguments:

1. An experience good
2. SFS is based on specific material cultural capital of the city (Sculpture (imagery), Crafts (goldsmiths, waxing, embroidery, carpentry, gilding, etc.), Holy Week poster design, etc.

Holy Week (material heritage)

Paso Los estudiantes



Paso Gran Poder



Source: <http://sevilla.abc.es>

The Spring *Fiestas* as a Cultural good

5. **Characteristics of public goods** (non rival non excludable), admission to and participation is free.
- Exceptions: watching Holy WeeK an official route (pay and admission fee) or visiting private casetas at the April Fair (it is required membership of the caseta or an invitation) → SFS display the properties of club goods, by allowing exclusion.

Holy Week (public good with exceptions)

Holy Week (Palm Sunday)



Official Route



Source: <http://sevilla.abc.es>

April Fair, *casetas*

Private caseta, dancing inside



Casetas, dancing outside



Source: <http://sevilla.abc.es>

April Fair

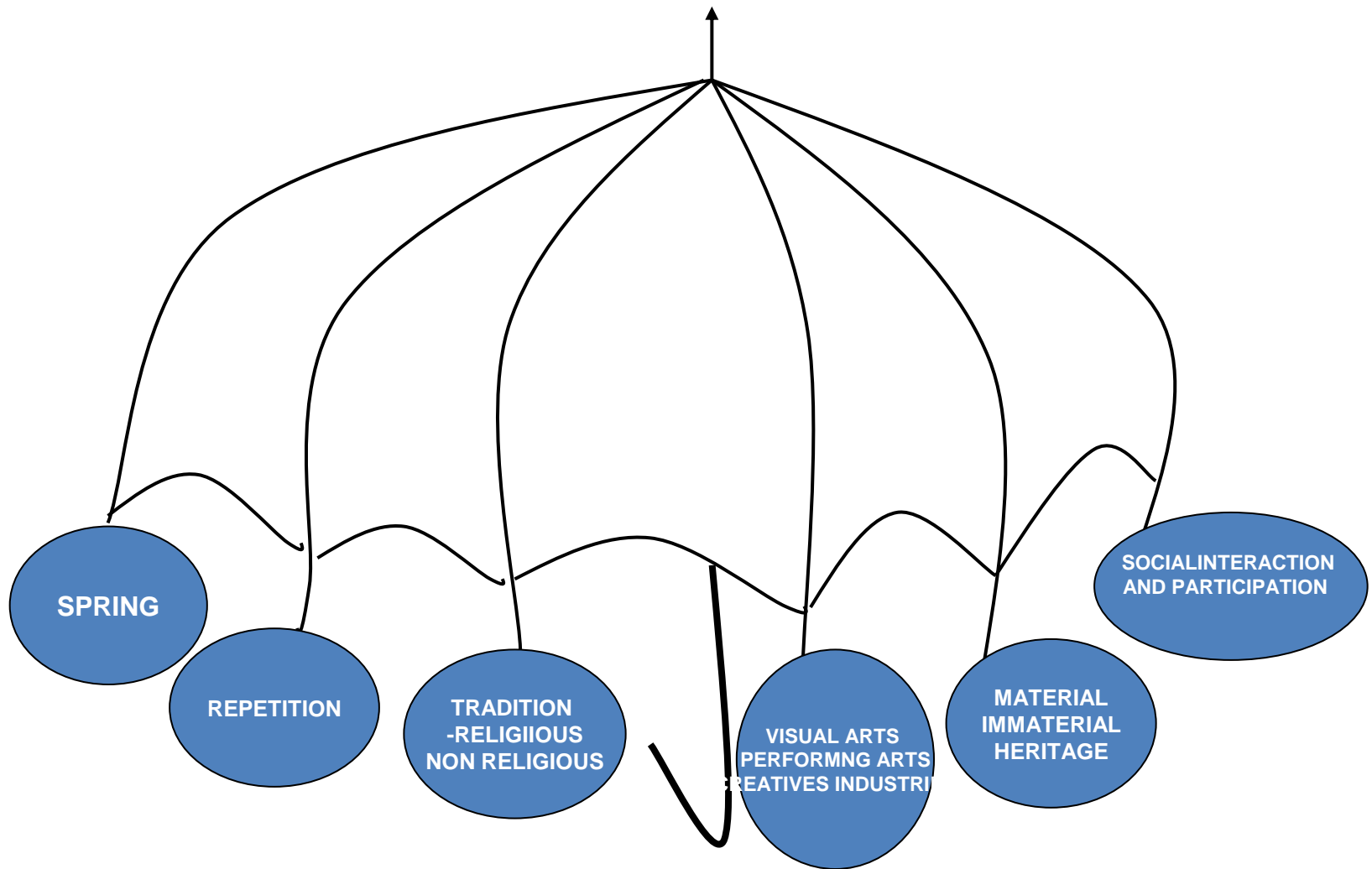
Day (Fairground)



Night (Fairground)



Source: <http://sevilla.abc.es>



The Spring *Fiestas* in Seville. A unique concept

Table 1. The Spring *Fiestas* of Seville, Characteristics as a cultural good

AREAS OF CULTURAL ECONOMICS	HOLY WEEK	APRIL FAIR
Performing Arts	The city is one huge stage where the passion of Christ is played out through <i>pasos</i> (floats with statues representing episodes in the story of Easter) of each brotherhood, The performance (<i>pasos</i>) is accompanied by music (processional marches*) and <i>saetas</i> (flamenco style laments that are sung without musical accompaniment) depending on the different brotherhoods,	Dancing, playing and singing to a specific type of music (<i>sevillanas</i>) with traditional dress (flamenco dresses, <i>trajes de corto</i> – riding style dress for men–) inside and outside the marquees,
Heritage: Material and Immaterial**	Material heritage: churches, the cathedral, emblematic buildings: the Giralda, the Town Hall, plus immaterial heritage, traditions preserved by brotherhoods,	Mostly immaterial heritage, A temporary mini-city is constructed each year based on customs representing the city, Time and space at the April Fair (the Fair's main illuminated entrance gate)***,
Visual Arts	Sculpture (imagery), crafts (goldsmiths, waxing, embroidery, carpentry, gilding, etc.) Holy Week poster design,	Handicrafts (flamenco dress, shawls, shoes, flowers, etc.), Men's riding outfits, hats, horse and carriage decoration, etc, Advertising poster design and the main entrance gate,
Traditional Creative Industries	Books, press, CD music, TV and radio broadcasts, DVDs, photography, poster reproduction, cinema,	

The Spring *Fiestas* as a Cultural good

1. Characteristics of SFS participation

- ❑ **Active**→ more intensive participation conditioned by institutional links
 - ❑ **Holy Week:** taking part in the processions as a nazarene, penitent, brass-band musician, saeta singer, etc,
 - ❑ **April Fair: traditional singing, playing or dancing (sevillanas)**
- ❑ These links are acquired through family tradition and handed down from generation to generation (a selection process and a maintenance cost).
- ❑ **Passive:** as spectator

Analysis of the economic impact of the SFS

Methodology

- We analysed the economic impact that the celebration of the Spring Fiestas in Seville (SFS) have both on the economy in Andalusia and outside it in 2009.
- We used the methodology of economic impact studies (Seaman 2003) as the sum of three effects:
 1. **Direct effects:** deriving from the spending undertaken by the public and private institutions in order for such events to be held.
 2. **Indirect effects** :deriving from spending by participants and visitors to the Holy Week and April Fair, in so far as they are inherent to their celebration.
 3. **Induced effects** on the economy as a whole, deriving from the aforementioned, both direct and indirect effects.

Economic impact of the Spring *Fiestas* in Seville

A) Direct Effects

Expenses incurred by PUBLIC INSTITUTIONS

Seville City Council Holy Week and April Fair **Data:** Delegación de Fiestas Mayores (Spring Fiestas Office of the Town Hall)

Expenses incurred by PRIVATE INSTITUTIONS

– HOLY WEEK.

- General Council of Brotherhoods
- Brotherhoods: 59.
- **Data:** Budgets from General Council of Brotherhoods and the estimated Budget from a survey made to the brotherhoods from an ad-hoc sample representative of the different typologies.

– APRIL FAIR:

- Owners and partners of the marquees (1046) **Data:** Survey made to the owners and partners based on a representative sample of the diverse typology (size, filiation)
- Owners of carriages and horses
- Expenses variety of business in the Fair (bars, etc)
- Canon paid to the City Council by Owners of fairground attractions (calle del Infierno)

Analysis of the impact of the SFS

A) Direct Effects

- **HOLY WEEK:** adding budgets of:
 - Sevilla City Council (P_a)
 - General Council of Brotherhoods and associations (P_{cg})
 - Brotherhoods in the Holy week (P_h) (59):

$$Ed_{ss} = P_a + P_{cg} + P_h$$

- **APRIL FAIR:** adding the following expenditures:
 - City Council budget (P_a)
 - setting up of the casetas at Fairground (P_c),
 - use and enjoyment of the horse and carriages (P_e)
 - canon paid to the City Council by the owners of the fairground attractions known as “Calle del Infierno” (P_{ci}):

$$Ed_{FA} = P_a + P_c + P_e + P_{ci}$$

B) Direct Effects (in Euros)

Typology of spending	Holy Week	April Fair	Total Direct Effect
Insurance		430,135	430,135
Security		2,282,892	2,282,892
Other ways of transport		5,600,000	5,600,000
Public administration		4,862,227	4,862,227
Advertising		204,455	204,455
Spending on infrastructure and maintenance	1,062,360	14,057,976	15,120,336
Ornamental and decorations of the City Hall	855,496	2,847,745	3,703,241
Restoration and conservations	574,451		574,451
Transport	1,692,340	478,880	2,171,220
Cleaning activities	877,028	1,052,433	1,929,461
Other services for companies	235,938		235,938
Other recreational, cultural and sports activities(music)	648,488	3,156,437	3,804,925
Public sanitation activities	76,608	138,690	215,298
Non market health activities	6,552	5,220	11,772
Other common expenditure	665,988,		665,988
Staff costs	1,685,609	1,617,332	3,302,941
TOTAL	8,380,858	36,734,422	45,115,280

B) Indirect Effects

❑ Methodological difficulties:

- Double contabilization
- The process of selecting the sample of individuals.

The inclusion of locals attendees:

- They are included given the nature and implication and increase of expenditure during the celebration directly related to the event and not substitutable for other expenditure

B) Indirect Effects

- **Objective**→ to estimate the expenditure of all the Spring Fiestas participants.
- **Estimation of number of attendees : 4 categories**
 - **Locals:** residents in Sevilla and metropolita area.
 - **Non locals:** Visitors who lived outside Seville and its metropolitan area including foreigners
 - Non residents staying overnight in a hotel
 - Non residents staying in own houses
 - Non residents staying homes of family and friends
- **Data:** secondary sources supplied by the Census Bureau, Consortium for Tourism in Seville and the Seville Yearly Statistics, for overnights and non residents visitors.

B) Indirect Effects

To estimate average spending per person per day

- **Data:** from a survey designed and conducted by the research team in Spring 2009.
- The dataset was collected through a convenience sample by face to face interview with people aged 15 and over during these days.
- The sample was drawn up following a proportional stratified design in terms of origin (local and non-local) and event (Holy Week and April Fair)
- Total sample size is 594 (sample size following Levy and Lameshow's procedure (1991) maximum sampling error 5%):
- 310 correspond to Holy Week and 284 to the April Fair
 - 314 are local attendees
 - 280 non-locals attendees

B) Indirect Effect: Estimated Number of Daily Visitors

T TYPOLOGY	HOLY WEEK	APRIL FAIR
Locals	349,748	358,014
Visitors from the province of Seville	32,625	72,000
Non residents staying overnight in hotels	21,803	19,502
Non residents staying in own houses or homes of family and friends	21,286	43,408
TOTAL VISITORS	425,462	492,924
Source: own elaboration from the survey and Tourism Consortium of Seville, The city of Seville Yearly Statistics 2006-2008.		

B) Indirect Effect: Estimated Average Spending

Typology of Participant	Indicators	Event	
		Holy Week	April Fair
Non residents staying in hotels	Total average spending/questionnaire (A)	478,77€	719,36€
	Number of people in the group (B)	2,05	2,43
	Number of days attending (C)	3,52	2,19
	Average spending per person (D = A/B)	233,55€	296,03€
	Average spending per person per day(D/C)	66,35€	135,17€
Non residents staying at own houses or family or friend houses	Total average spending/questionnaire (A)	126,78€	345,51€
	Number of people in the group (B)	2,05	2,57
	Number of days attending (C)	2,61	2,52
	Average spending per person (D = A/B)	61,84€	134,44€
	Average spending per person per day(D/C)	23,69€	53,35€
Visitors from the province of Seville	Total average spending/questionnaire (A)	117,92	345,51€
	Number of people in the group (B)	2,05	2,57
	Number of days attending (C)	2,61	2,52
	Average spending per person (D = A/B)	57,52€	134,44€
	Average spending per person per day(D/C)	22,04€	53,35€
Locals Participant	Total average spending/questionnaire (A)	145,01€	477,66€
	Number of people in the group (B)	2,24	3,63
	Number of days attending (C)	4,03	3,4
	Average spending per person (D = A/B)	66,74€	131,58€
	Average spending per person per day(D/C)	16,56€	38,7€
Note:: the estimate for average spending, number in the group and days attending are taken from the questionnaire			
Source: own elaboration			

B) Indirect Effect:

Number of Visitors and Estimated Spending in Euros

Typology	HOLY WEEK			APRIL FAIR		
	Visitors	Aver. spending	Indirect Effect	Visitors	Aver. spending	Indirect Effect
Locals	694,289	66,74	46,336,85	737,087	131,58	96,985,91
Visitors from the province of Seville	100,000	57,52	5,752,00	200,000	134,44	26,888,00
Non residents staying in hotels	49,552	233,55	11,572,62	62,336	296,03	18,453,33
Non residents staying in own houses or homes of family and friends	65,243	61,84	4,034,63	120,577	134,44	16,210,37
TOTAL VISITORS	909,084		68,128,10	1,120,000		158,537,60

Source: own elaboration from the survey and Tourism Consortium of Seville,
The city of Seville Yearly Statistics 2006-2008.

C) Induced Effects

- Estimation of the impact of the direct and indirect expenditures on the economy as a whole.
 - We pay especial attention to the effect on the regional economy.
 - This impact depends largely on the tendency of the economy to buy from local suppliers (not importation).
 - We estimate a set of multipliers from Andalusia IOT 2005.
 - They are obtained by multiplying for each category of expenditure in any sector the total local effect by the corresponding multiplier to obtain the accumulative effect .

C) Induced Effects

Induced interior effect (regional) $E_{II}^G = G \times mG_I$

Induced exterior effect: $E_{IE}^G = G \times (mG_T - mG_I)$

Total induced effect of each type of spending: $E_{IT}^G = E_{II}^G + E_{IE}^G$

G: indicates the total local effect by spending type (Sectors ANIOT),

mGI: the interior multiplier for each type of spending (ANIOT Sectors) and

mGT: the corresponding total multiplier for each type of spending (TIOAN sectors).

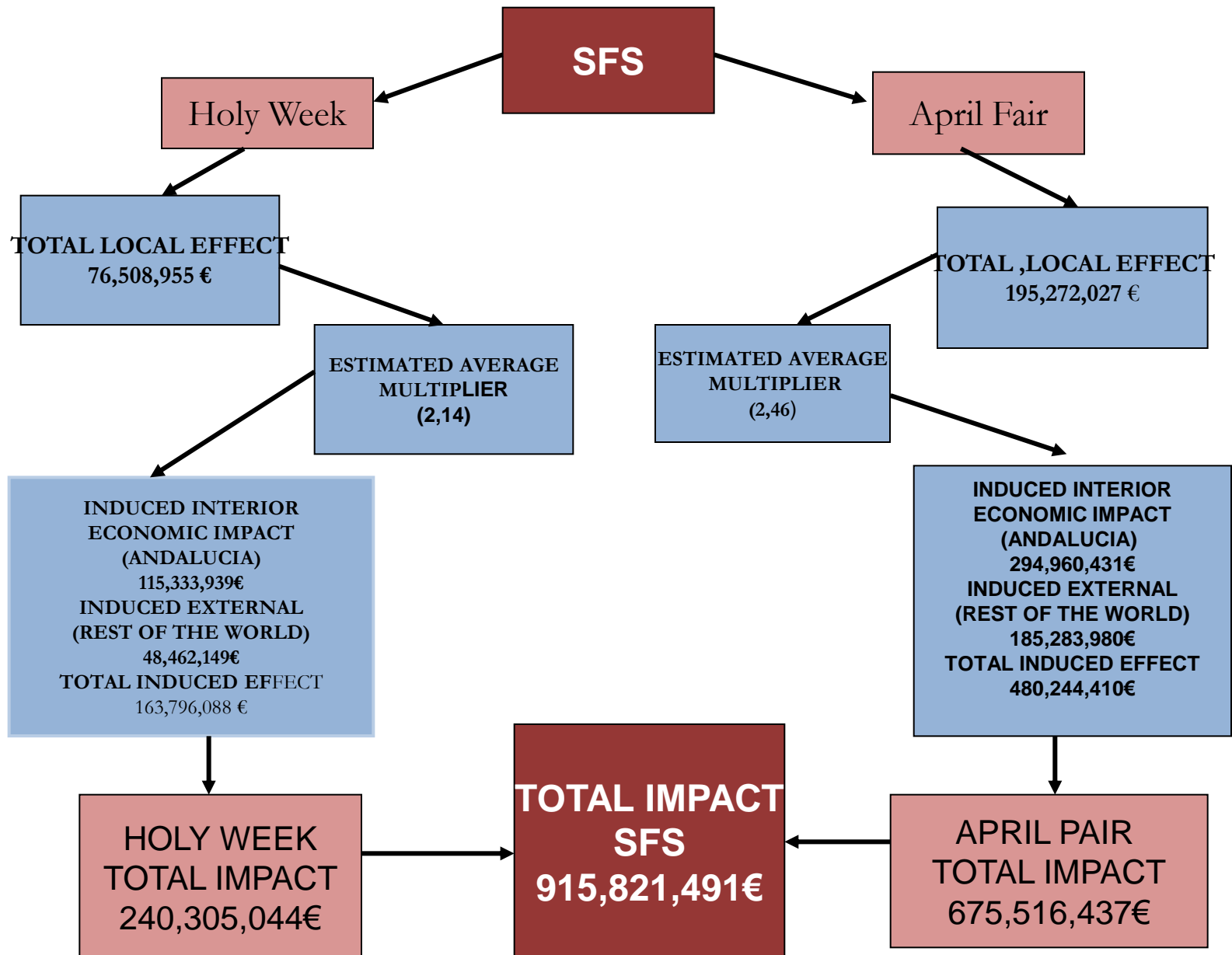
Adding all of these induced effects for the different types of spending we have the total induced effect of the celebration of Holy Week and April Fair in the city of Seville:

$$E_{IT} = \sum_G E_{IT}^G$$

Estimated Economic Impact of Seville Spring Fiestas (in Euros)

	HOLY WEEK	APRIL FAIR	TOTAL SFS
TOTAL LOCAL EFFECT	76,508,956 €	195,272,026 €	271,780,982 €
Direct effect	8,380,858 €	36,734,422 €	45,115,280 €
Indirect Effect	68,128,098 €	158,537,604 €	226,665,702 €
TOTAL INDUCED EFFECT	163,798,088 €	480,244,411 €	644,042,499 €
Interior Induced effect	115,333,940 €	294,960,430 €	410,294,370 €
Exterior Induced Effect	48,462,148 €	185,283,981 €	233,746,129 €
TOTAL ECONOMIC IMPACT	240,305,044 €	675,516,437 €	915,821,481 €
<i>SOURCE: Own elaboration</i>			

Economic Impact SFS



Results

- The local effect of Holy Week, 76.5 million Euros generates an induced effect of 163.8 of which 70% affect the Andalusian economy .
- In the case of the Fair the 195.2 million of the local effect generate an induced effect of 480 million, 60% of that effect falls on Andalusian economy.
- The overall impact is 915.8 million Euros
- The Fair exceeds Holy Week as a generator of economic impact (total multiplier effect of the Fair 2.46 and Holy Week, 2.14).
- Impact on the economy of the city and its province: SFS represent the 4.66% GDP of the city and 2.66% of the province

Relative size of economic Impact and Estimated multipliers

		HOLY WEEK	APRIL FAIR	TOTAL SFS
Relative size of economic impact (% Of GDP)	Compared to the GDP of the city	1,2%	3,46%	4,66%
	Compared to the GDP of the Province	0,7%	1,99%	2,69%
Estimated mean multipliers	Interior	1,48	1,51	1,50
	Exterior	0,66	0,95	0,87
	Total	2,14	2,46	2,37
Source:: own elaboration				

Valuation of these events

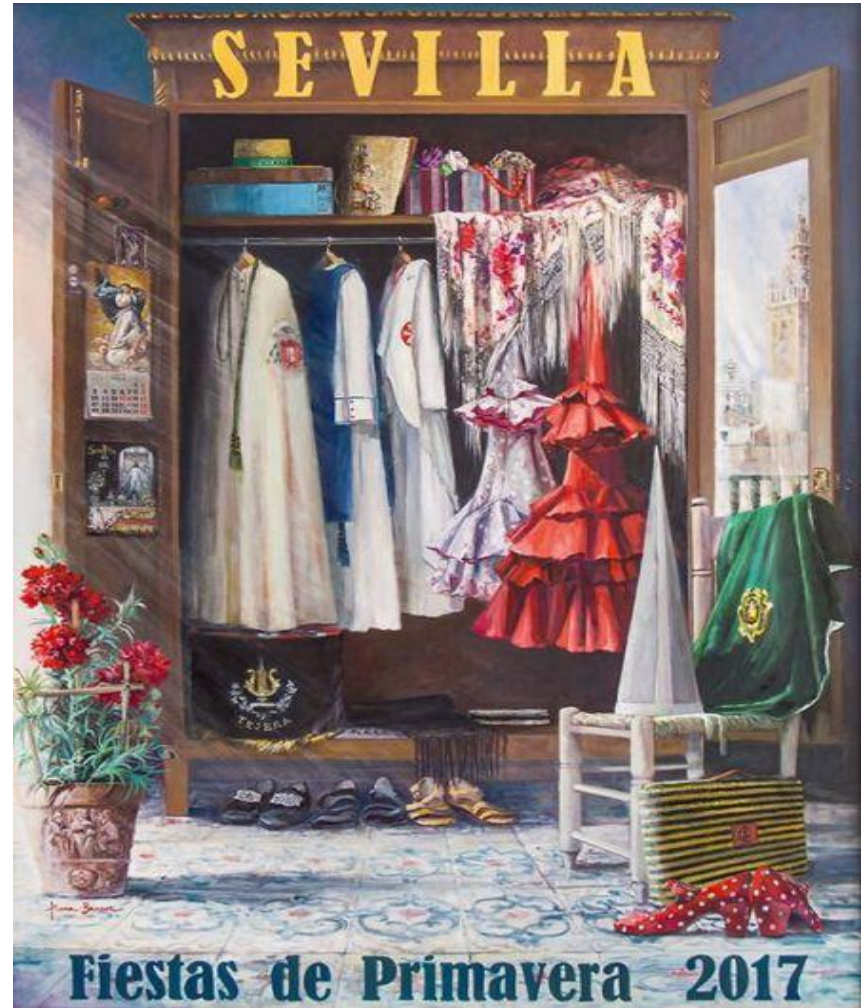
- Greater dimension of the local effect of the April Fair (2.6 times more) than that of Holy Week.
- Greater difference in induced effects. The April Fair triples to Holy Week.
 - It could also be attributed the difference to the nature of the events: Holy Week nature of public good versus the private character of the April Fair.
- The type of study carried out involves the difficulty in capturing the value of non-market goods and services, consubstantial to Holy Week.

Conclusions

- The importance of material and intangible heritage as a source of wealth.
- The Spring Fiestas a prototype of intangible heritage, as cultural capital of the city: a complex cultural good with strong impact on local and regional economy.
- The SFS contribute to put in value and reinforce both cultural capital (tangible and intangible heritage) and social and human capital born of the interrelationship between the various economic, non-economic, institutional actors.
- The SFS an important attraction for non local tourism and locals that choice to stay in Seville.
- The economic impact emphasizes the local authorities in the preservation and enhancement of this event as a formula for urban regeneration and reactivation of the local economy.
- The SFS are far more than simply expression of idiosyncrasy, creativity and cultural values of the city of Seville.

The Economic Impact of Spring *Fiestas* in Seville

- Thank you for your kind attention.



Fiestas de Primavera 2017