



Holiday Sing-Along & Stroll

**Impact Report
2024**

Ushering in the Holidays Downtown

Event Round-Up

6,467 Estimated Attendees

40 Retail Vendors

13 Food Vendors

24 Children Vendors

7 Nonprofit Vendors

\$500 Median revenue of vendor survey respondents

“An event filled with joy, laughter, and a holiday cheer—where Christmas fun knows no age limit and everyone finds a little magic to take home!”

Alicia Rangel, Owner of
Sweet Honey Creates



"On behalf of EJ, I would like to thank you for the wonderful experience of being a part of this event. Despite the weather, we had a wonderful time and good traffic!"

"It was so well planned out and executed that even the rain and cold didn't disrupt the production. The smiles and actions of your performers and your volunteers were felt and it had a true Austin vibe! From the custom signage to all the care your staff took to check in, we felt welcomed and most of all we felt appreciated. Thank you for the opportunity to be a part of something so special!"

Trish, Owner of EsScential Jewelry



Publicity

332,901,869

Online + Print Audience

\$6,444,360

Online + Print Publicity

10,000

Website Visits (12.1 - 12.7.24)
Compare to: 4,000 Website Visits from 11.1 - 11.7.24

Newsletter

7

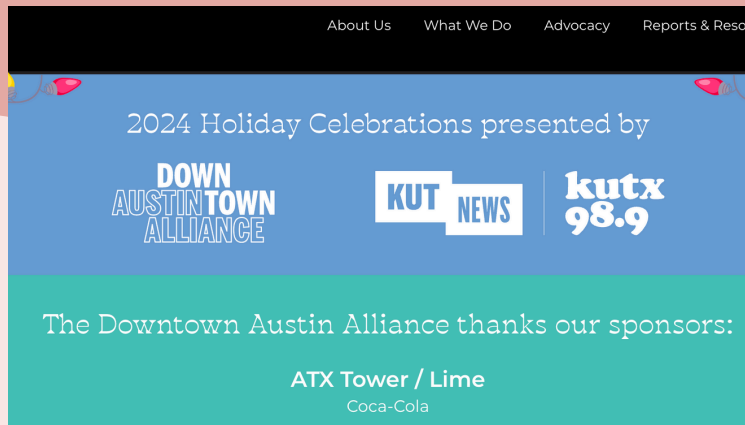
Total Event Newsletters Sent
3 emails with logos included

49.8%

Average Newsletter Open Rate
Industry average: 21%

7.1%

Average Newsletter Click Rate
Industry average: 2%



Sponsor inclusion on website and Facebook event



12 Printed sponsor signs at event



3 Social posts with logos included

One on each platform: Instagram, Facebook, LinkedIn



Thank you to all who brought the 2024 Holiday Sing-Along & Stroll to life!

Presented by:

Downtown Austin Alliance

KUT News

KUTX 98.9

Downtown Austin Alliance Sponsors:

ATX Tower

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