

# 2023 Highlights

In its second year, GLOWLAND 2023 experienced remarkable growth, boasting a 25% surge in attendance at the location of the anchor installation, Schenley Plaza. There was an array of new signature events, including Glow Ball and the Drone Show & Music Fest, and lighting and art installations that illuminated the vibrant neighborhood of Oakland like never before.



## GLOWLAND by the numbers.

3 signature events. 10 featured installations. 6 artists. 10 partner properties.

### MEDIA HIGHLIGHTS

#### Lamar Outdoor Advertising

**3,238,652.96** impressions

#### Pgh City Paper

**32,564** digital newsletter opens  
**11,041** social media impressions

#### Influencer Partnerships

**78,400** collective followers

### GLOWLAND OWNED MEDIA

#### Website

**28,000** website visits  
**23,000** unique visitors

#### Digital newsletters

Open rates + **51%**

#### Facebook

Fans + **200%**  
Reach + **124%**  
Impression +**149%**

#### Instagram

Reach +**1,000%**  
Follows +**307%**  
Profile visits +**365%**

### SATURDAY NIGHT PEDESTRIAN COUNT IN OAKLAND\*

November 25, 2023:  
**12.95K** (+25% from the same weekend in 2022)

December 2, 2023:  
**27.34K** (+31% from the same weekend in 2022)

December 9, 2023:  
**27.63K** (+31%)

December 16, 2023:  
**18.95K** (+42%)

December 23, 2023:  
**8.18K** (+227%)

December 30, 2023:  
**9.22K** (+34%)

### SCHENLEY PLAZA | ANCHOR LOCATION

**40,000** visits from November 20, 2023 - January 2, 2024

**34,700** unique visitors from November 20, 2023 - January 2, 2024

**2,700** visitors for Winter Play Day on December 9, 2023

**2,900** visitors for the Drone Show & Music Fest on December 16, 2023

\*Data compared with the same weekends in 2022.