



The Edinburgh Fringe Festival

– SWOT ANALYSIS –

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Overview of the Fringe Festival



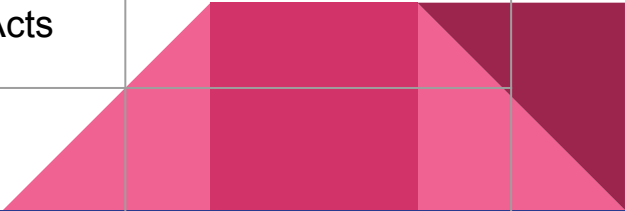
- ❖ Largest Arts Festival in the World
- ❖ Edinburgh Fringe Society
- ❖ Performances + Ticket sales + Tourist Visitors +
- ❖ Success = structure & communication
- ❖ SWOT analysis



SWOT Analysis of Organisation

Strengths	Weaknesses	Opportunities	Threats
Based on a membership so more input into what is presented at the festival	Do not give information about their policy	Job creation	Stealing of sensitive information
Open access, so anyone can perform at the festival	Low pay rates for workers.	Promote themselves internationally	Job security
Instant reply through queries.	Depends on government funding		Not enough volunteers
Small organisation so quicker decision-making process	Seasonal festival		

SWOT Analysis of Festival

Strengths	Weakness	Opportunities	Threats
Development in the tourist industry	Not enough acts for children so may discourage families	It creates jobs	Competition from other festivals
Development of city infrastructure	Shows are too spread out and some overlap each other.	It brings in different cultures and musical	Environmental issues
Good range of advertisement in different media(websites, social media, radio)	Souvenirs are costly	It brings up tourism	Lack of funds to support event
Worldwide recognition	Traffic congestion	Emerging Acts	
	Not many public toilet facilities		

Recommendations

If anyone asks for information about their company policy, then give information.

Crowd control. Employ more staff to manage the crowds. For example this can be done by recruiting more managers and hiring more managers that control the crowd.

Group related events in specific locations where possible.

Relocations of events due to the fact performances are widely located and visitors can not see all the event.



Conclusion

The SWOT analysis showed that Edinburgh Fringe Festival have some good strengths and opportunities in order to be sustainable and efficient for the sake of the festival and organisation.

Also, we believe the EFS is working as effectively as it possibly can be in order to satisfy all those involved.

This will ensure that the festival will remain one of the greatest festivals in the world and will continue to grow.



References

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Thank you for
listening