



BRISTOL WALKFEST

1-31 MAY 2022

KEY POINTS AT A GLANCE

Bristol Walk Fest is an annual, month-long, series of walks and events, held across the city of Bristol for the last 10 years. The 2022 festival took place from 1-31 May and aimed to get more people out walking across the city.

HOW DID PEOPLE RATE BRISTOL WALKFEST?

Over two-thirds of those surveyed said that Walk Fest will encourage them to increase the amount of walking they do.




71%

NEW WEBSITE VISITORS

503

EVENTS
IN TOTAL

84000+

TOTAL NUMBER
OF PARTICIPANTS

119

WALK PROVIDERS



31,700+

WEBSITE VIEWS



***1,577**
ACTIVE BRISTOL
USERS

IOS + Android

USER BY GENDER

 **68%**
FEMALE

 **32%**
MALE



439,800+
TOTAL REACH
(Combined app, web,
social and press reach)



112,300+
INSTAGRAM REACH
(Social stats on
partner posts)

22,400+

TRAVELWEST WALK IMPRESSIONS (Total walk views)

105K+

EXTRA INSTAGRAM
IMPRESSIONS IN MAY



235K

ALL SOCIAL MEDIA IMPRESSIONS

Combined reach of Bristol Partnership
on social media April-June 2022

28K

FACEBOOK USERS

Reached 1 Mar-31 May 2022



“ I think it is fantastic that this Festival exists. Huge thanks to the organisers as I know just setting up our few walks takes time and effort but doing a whole programme of walks makes me faint-hearted at the thought! Hats off to everyone - thank you. Also having the Festival galvanises me to organise walks every year: without it, I might not get around to it nor offer so many. ”

FRIENDS OF BADOCK'S WOOD, WALK PROVIDER



Bristol Walk Fest 2022 was co-ordinated by Active Ageing Bristol with Age UK Bristol as lead partner. Principle funder was Bristol City Council. Further sponsorship, in cash and/or in-kind from Bristol Ramblers, Cotswold Outdoor, Doveton Press and Visit Bristol.

*Stats apply to the period 1 April - 30 June 2022. If not asterisked, they apply to the shorter 'campaign period' of April-May 2022.