



HISTORIC ROYAL PALACES


# FESTIVALS

SPONSORED BY:  LEXUS



[www.hrpfestivals.com](http://www.hrpfestivals.com)



An aerial photograph of a large, formal garden with a central canal and many people walking on paths. The garden features manicured hedges and a central canal with a fountain. The sky is clear and blue. Large blue quotation marks are overlaid on the image.

“Lots to see and do, great food and amazing that the ticket includes entry into the palace!”

“It’s a great day out with a chance to try and buy different food products. In a fabulous setting with music”

“An AMAZING day out”

**2022 VISITORS**



STREET FOOD + POP UP BARS + MASTERCLASSES + ARTISAN  
PRODUCERS + LIVE MUSIC + KIDS' ENTERTAINMENT +  
SHOPPING & GIFTS + FIZZ & FEAST + STUNNING GARDENS +  
MAGICAL COURTYARDS AND MUCH MORE





## OUR FESTIVALS...

Our festivals are set against the stunning backdrop of one of the UK's most iconic Palaces, with the gardens and the courtyards of Hampton Court Palace offering a completely unique day out.





## WHY JOIN US...

- Build brand awareness
- Boost sales
- Launch new products
- Reach a highly engaged foodie audience
- Build your connections and client database
- Social media coverage

## WAYS TO SHOWCASE YOUR BRAND...

- Experiential brand activations
- Marquees for retailing and sampling
- Bars and street food vehicles





## HAMPTON COURT PALACE FESTIVE FAYRE 1– 3 & 8-10 December 2023

The ultimate Christmas foodie fix, our Festive Fayre fills the historic courtyards and gardens at Hampton Court Palace. Now in its 8th year, it's a calendar-must for the festive season.

NEW to 2023, Festive Fayre will be back for a second consecutive weekend of fun filled Christmas shopping, from seasonal produce to Christmas stocking must haves!

---

30,000 visitors expected in 2023  
across the two weekends.

---

88% ABC1  
Average spend £77





## HAMPTON COURT PALACE ARTISAN FAYRE 17 – 19 May 2024

Now in its 4<sup>th</sup> year, the Hampton Court Palace Artisan Fayre brings together the best luxury gifts, foodie shopping and handmade crafts for visitors to buy, whilst enjoying hands on workshops, toe tapping music from the bandstand and sitting back with a drink from our bars and food from our street food vehicles.

---

15,000 visitors expected in 2024

---

96% ABC1  
Average spend £120





## HAMPTON COURT PALACE FOOD FESTIVAL 24 – 26 August 2024

Now in its 11<sup>th</sup> year, Hampton Court Palace Food Festival is firmly on the map as a destination for young, affluent food-lovers over August Bank Holiday weekend. We will be joined by a wide selection of artisan producers and brands for the 3-day food festival.

---

27,000 visitors expected in 2024

---

96% ABC1  
Average spend £95





# OUR VISITORS

## SUCCESSFUL FAMILIES

Aged 36-45  
£70-100k income  
School-aged children  
Advancing careers  
Sainsbury's and Waitrose shoppers  
Online shoppers  
Social media activists

## CONTEMPORARY WORKERS

Aged 26-35  
£30-39k income  
No children  
Career driven  
Online shoppers and bankers  
Social media activists



# WHAT'S ON...

Our festivals have first class entertainment and inspirational content at their heart – giving all a great experience to enjoy and remember long after their visit.





## BESPOKE BRAND CONTENT



## MAKERS MARQUEES



## ARTISAN WORKSHOPS



## DRINKS MASTERCLASSES



## VIP



## THE BANDSTAND





## MAKE IT YOUR OWN...

Align your brand to our content or talk to us about creating your own brand experiences targeting our affluent foodie audience. Make their experience at Hampton Court even more engaging, immersive and memorable.





# WHO HAVE WE WORKED WITH?











HISTORIC ROYAL PALACES

# FESTIVALS

SPONSORED BY:  LEXUS

