

**Press release
2022**

Esch-sur-Alzette, 18 August

Preliminary results

Esch2022 – Perception on a region in transition

The results of an extensive survey conducted by the Esch2022 ASBL and the polling company ILRES indicate that the event participants consider the organisation of Esch2022 to have a positive impact on the region. Their satisfaction levels remain consistently high.

In the framework of this survey, participants were asked about the Esch2022 event they attended, as well as about a number of aspects related to the impact that the organisation of Esch2022 could have on the event territory. By the end of July 2022, just over 1000 visitors (1054) had participated in the survey.

A significant number of visitors were encouraged to participate in this event/activity because of the European Capital of Culture status

A relative majority of respondents (46%) agreed with the statement that they were encouraged to participate in an event/activity organised in the framework of Esch2022 because of the fact that the territory of Esch2022 was designated as European Capital of Culture.

One in five respondents (20%) did not express an opinion on this subject (neither agree nor disagree) and a third of respondents (34%) did not agree with this statement or, in other words, were not encouraged to take part in this event because of the European Capital of Culture status.

This status seems to have had a greater influence on visitors living abroad, since 51% of them were encouraged to participate because of the status of European Capital of Culture, compared to 43% of Luxembourg residents.

A majority of the participants in the Esch2022 events feel that the South of Luxembourg is more interesting than they thought

58% of the participants agree with the statement that the South of Luxembourg is more interesting than they thought, a quarter of the respondents are neutral towards this statement (neither agree nor disagree) and 18% disagree with it.

Once again, visitors living abroad have the most positive opinion: 67% of them agree or strongly agree with this statement and 11% disagree. The opinion of Luxembourg residents who have participated in an event organised within the framework of Esch2022 is more varied, although it remains largely positive: 52% agree or strongly agree, 30% take a neutral position (neither agree nor disagree) and 18% disagree.

A majority of Luxembourg residents will be more inclined to participate in cultural activities in the region in the future

Among the participants residing in Luxembourg outside the Esch2022 territory, 54% agree with the statement that in the future they will be more inclined to come and participate in

cultural activities in the region after having participated in this event/activity. One in four respondents (26%) have no opinion (neither agree nor disagree) and 20% do not agree with this statement.

Esch2022 will help raise the profile of the city of Esch-Alzette outside of Luxembourg

Two thirds of the visitors (65%) agree with the statement that Esch2022 will make Esch-Alzette better known outside of Luxembourg, while 14% do not agree with this statement (21% neither agree nor disagree).

Nearly 76% of event participants living abroad agree with this statement (41% of foreign participants even strongly agree). A majority of Luxembourg residents also agreed (58%) that Esch2022 will make the city of Esch-Alzette better known outside of Luxembourg, while 19% disagreed.

More than 7 out of 10 visitors think that Luxembourg can be proud of the fact that Esch-Alzette has been named European Capital of Culture in 2022

In fact, 72% of the visitors who were asked whether they agreed with the statement that Luxembourg should be proud to have Esch-Alzette as the European Capital of Culture replied in the affirmative (45% even said they “strongly agreed” with this statement), while 17% remained neutral (neither agreed nor disagreed) and only 10% did not agree. Visitors living abroad had the most positive opinion, with 85% agreeing or strongly agreeing with this statement. Only 1% of foreign visitors disagreed.

Two thirds of visitors living in Luxembourg agree or strongly agree with this statement (66%), 21% take a neutral position (neither agree nor disagree) and 14% disagree with it.

A high level of satisfaction among visitors who participated in an event:

The number of respondents is now much higher than in June (1054), and the level of satisfaction among visitors remains stable and high. Indeed, 81% of visitors say they are satisfied or totally satisfied with the event they attended. The level of satisfaction was already high in June (79%) when the survey sample included around 700 respondents.

The percentage of visitors claiming to be totally satisfied is also stable (43% at the end of July compared to 41% at the end of June). Around 13% (15% in June) of respondents were neutral (neither satisfied nor not satisfied) and only 5% (same as in June) were disappointed by their participation in this event.

The level of satisfaction of people living in a foreign country (86% satisfied compared to 85% in June) remains higher than that of Luxembourg residents (79% satisfied compared to 76% in June).

About this study

In the framework of Esch2022, European Capital of Culture, we have set up a major evaluation programme to measure the impact of this project on the entire Esch2022 region and beyond.

This ongoing study is part of this evaluation work. It is intended to evaluate and measure:

- The level of satisfaction of the visitors who participated in the events organised within the framework of Esch2022,
- The public opinion of the visitors about certain aspects related to the project “Esch2022, Capitale européenne de la culture” in general,
- Various indicators related to the participants’ visit in the framework of this cultural programme (type of stay, expenses, etc.).



Most of the respondents are recruited by Ilres surveyors on the event site itself, the rest come from the Esch2022 ticket office (people who have given their consent to participate in the survey). Ilres then provides these people with a link to an online survey.

The survey started in March 2022 and will end in January 2023. 1054 respondents had participated by the end of July.

For further information about the results, please contact the person in charge of this study at Esch2022, Jacques Maquet. E-mail jacques.maquet@esch2022.lu

Press contact

Patrick Weber
PR Manager
patrick.weber@esch2022.lu
T. : +352 2883 2047

Jessika Maria Rauch
Lead PR & Media
jessika.rauch@esch2022.lu
T. : +352 2883 2022

About Esch2022

Esch2022 is the European Capital of Culture 2022, featuring the town of Esch-sur-Alzette, the ten other Luxembourg municipalities of the Pro-Sud union and the eight French municipalities of the CCPHVA region. The slogan of Esch2022 is "Remix Culture". Production work on the implementation of all of the themes is being carried out in close cooperation with the municipalities, the ministries and other partners. Esch2022 is managed by the association 'Capitale européenne de la culture 2022 asbl'. In 2022, two other cities in Europe will hold this title: Kaunas in Lithuania and Novi Sad in Serbia.