

Cliffhanger 2018





**Estimated attendance of 40,000+
people over the weekend**



While attendance was no doubt affected by the World Cup, good weather still ensured a strong attendance on a par with last year.

Around 4000+ watched the Finals of the British Bouldering Championships live on Devonshire Green.

Exhibitors across the city centre saw high participation for their activities.

The activity programme continues to expand and this year South Yorkshire Orienteers ran an urban orienteering event to coincide with Cliffhanger.

The BID also coordinated a series of special offers with 12 city centre businesses offering deals/discounts to festival-goers.



Social Media

Reach/impressions have been collated across The Outdoor City and SCC social media platforms including Facebook, Twitter & Instagram accounts, using posts specifically about Cliffhanger.

POSTS across all platforms: 129
(including some RTs of both partner and attendees' activity)

Total LIKES across all platforms: 1441+

Total REACH/IMPRESSIONS: 268,897



The Facebook event listing for Cliffhanger alone generated 74.4k of REACH



LUCY PRIOR MBE @LU... · 08/07/2018

#Cliffhanger in #theoutdoorcity was ace - between me and the kids this weekend we've zipwired, #PADI dived, skateboarded, assault coursed and seen amazing demos.

@theoutdoorcity #sheffieldissuper #movemore



Stuart Rogers @sarogers · 08/07/2018

Nice one to everyone involved in making #cliffhanger an absolute banger this weekend. Shows #sheffield in the best light. Great to see so many people soaking it all up and trying so many things. #sheffieldissuper

@movemore @SheffieldBID @SheffCouncil @theoutdoorcity

SPORT

[☰ All Sport](#)

Watch: British Bouldering Championships 2018

🕒 8 Jul 2018

Summary

- Coverage provided by the British Mountaineering Council
- Nathan Phillips wins the men's competition ahead of Matthew Cousins and David Barrans
- Hannah Slaney wins the women's final with



BMC British Bouldering Championships 2018

This year the Semis and Finals of the championship were streamed live via BBC Sport, online and via the Red Button.

BMC had previously used their own Youtube channel to do this.

**Total LIVE views: 26,816
(14,832 Semis and 11,984 finals)**

The live stream was then made available on BBC IPlayer following the event- final viewing figures are still TBC

TOC Website

Total page views: 9864

Cliffhanger remains the most popular event page on The Outdoor City website and third most popular page on the whole website.



