THE ROYAL WEDDING, AN ‘UNADULTERATED GOOD-NEWS STORY’ FOR RETAILERS

Royal summer wedding to provide a £516 million boost in UK retail sales

- The wedding of Prince William and Kate Middleton is expected to provide a £515.5 million boost to UK retailers, with 6.5 million people in the UK expected to mark the occasion in some way.[1]
- Food and drink will account for the highest expenditure at £236.5 million (46%) – it is estimated that £130 million will be spent on food, and £97.5 million on alcohol, including half a million bottles of champagne.
- Sales of souvenirs, memorabilia, and wedding related merchandise are expected to generate £222.3 million, including 5 million commemorative coins (£24.9 million), 3 million mugs and pottery products (£18 million), and replica jewellery worth an estimated £10 million.
- Tourist numbers are anticipated to rise by 320,000 next summer, with visitors spending an average £177 per person on shopping, generating an additional £56.7 million in retail sales.

London, Thursday 18th November 2010. As the nation celebrates the news of the Royal wedding, new figures from Kelkoo, produced by the Centre for Retail Research (CRR), reveal that William and Kate’s big day will provide a welcome £515.5 million boost to the UK economy. With 6.5 million people in the UK expected to mark the occasion in some way, the marriage is anticipated to be an important celebration with significant benefits for the retail sector. At £236.5 million, celebratory food and drink is forecast to represent almost half of the additional retail expenditure (46%), followed by memorabilia and souvenirs at £222.3 million, and £56.7 million in tourist spending.

Charles and Diana’s wedding in 1981 is thought to have cost more than £30 million,[2] and generated £680 million in retail sales, the equivalent of £2.04 billion in today’s money. More than 600,000 people gathered in London and 750 million people watched it on TV across the world. Although this royal wedding is not expected to be on the same scale, it is still anticipated that the royal family and the government will treat the wedding as a major occasion. However, the royal family and the government will want to avoid accusations of extravagance at a time of economic stringency and reductions in public spending.

Celebration Spending, Royal Wedding Merchandise & Tourists

Households across the nation are expected to join in the celebrations, spending an additional £236.5 million on celebratory food and drink. Of this total, it is anticipated that £130 million will be spent on food and £97.5 million on alcohol, with half a million bottles of champagne alone being consumed at a cost of £9 million.

A Royal occasion such as this cannot be expected to pass without the usual range of souvenirs and memorabilia being created to mark the event. Total spending on merchandise is expected to reach £222.3 million. By far the biggest sellers are expected to be commemorative books, biographies and albums, with anticipated sales of around 6 million units at a total value of £45 million. Sales of other souvenirs including tea towels, tea caddies, trays, models and flags are expected to be worth £26.9 million. The report also predicts that 5 million coins, medallions and tokens will be sold at a value of £24.9 million, and that sales of stationery and pens will reach £22.9 million. In addition,
around 3 million mugs and pottery products - from individual items to dinner services and costly mementoes - will be sold with a retail value of £18 million, while those of replica and souvenir jewellery could reach £10 million.

The impact of the wedding will not just be limited to domestic spending. An additional 320,000 overseas visitors are expected to travel to the UK especially for the royal wedding, boosting retail spending by £56.7 million, and spending an average of £177 each.

**Online spending**

Of the additional £515.5 million in retail spending that the royal wedding is anticipated to generate, £76.9 million (14.9%) will be carried out online, compared to the current average of 10.5%. Around 25.9% (£57.7 million) of royal wedding merchandise (souvenirs and memorabilia) will be bought online, while internet sales will account for almost 60% of purchases by overseas customers.

**Joe Cross, Brand Manager at Kelkoo comments:** “At a time when the headlines seem to be dominated by bad news, the nation is rightly seizing the opportunity to celebrate something positive. William and Kate’s big day will be a cause for universal celebration, and an inevitable by-product of this will be an increase in retail spending. With the many challenges that 2011 is anticipated to bring for retailers, the £515.5 million boost that the royal wedding is expected to deliver will undoubtedly provide some welcome relief.”

For further information please visit [Kelkoo.co.uk](http://www.kelkoo.co.uk)

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**Notes to Editors:**

1. Research carried out by the Centre for Economics and Business Research (CEBR) on Tuesday 16\textsuperscript{th} November.
2. [http://www.guardian.co.uk/uk/2010/nov/16/royal-wedding-bill-cost](http://www.guardian.co.uk/uk/2010/nov/16/royal-wedding-bill-cost)

**About Kelkoo:**

Kelkoo was founded in 2000, following mergers with Zoomit, Dondecomprar and Shopgenie. Yahoo! completed its sale of Kelkoo in October 2008, to Jamplant, a UK private equity firm.

With the largest Western European footprint in its sector, covering 10 countries across Europe, Kelkoo is a one-stop shopping service which helps shoppers to find, research, and buy products online with confidence. As one of Europe's largest shopping comparison websites, its lists 50,000 products from more than 9,000 online merchants, and attracts over 10 million unique users per month. Kelkoo’s goal is to provide the best possible service and value to consumers and retailers alike. 23 of the top 25 European retailers list their products with Kelkoo – 17 out of the top 25 do so in the UK.

According to Hitwise, the leading online competitive intelligence service, Kelkoo is the UK's favourite shopping comparison site, with around 6.5 million offers from more than 1,000 online merchants. It also offers additional services such as Kelkoo Cashback, Kelkoo Mobile, and Voucher Codes.