

Emirates Air Line marketing spend

A monthly breakdown of marketing spend for the Emirates Air Line cable car since April 2012 is included in the table below, showing a total spend of just over £1m.

The general pattern of spend broadly reflects the seasonal peaks in footfall to the cable car, including summer, Easter and half term holidays.

Emirates Air Line - Marketing Spend by Month

Date	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Total spend	£28,571	£ 4,850	£24,135	£ 6,420	£13,669	£16,029	£ 9,165	£ 8,721	£ -	£ 285	£ 7	£34,957
Date	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
Total spend	£ 8,928	£ 1,887	£31,761	£21,208	£20,831	£ 5,851	£24,851	£ 2,505	£ -	£ 1,793	£27,662	£71,451
Date	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
Total spend	£ 7,420	£ -	£40,205	£53,449	£67,405	£70,417	£19,521	£ 3,352	£ 150	£ -	£ 8,972	£ 1,897
Date	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Total spend	£19,722	£20,335	£ 9,760	£13,802	£24,061	£19,006	£24,174	£13,256	£23,838	£ 4,375	£32,411	£41,138
Date	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16			
Total spend	£36,916	£ 4,458	£ 7,553	£34,063	£ 9,365	£ 9,245	£ 5,108	£11,822	£ 3,514			