



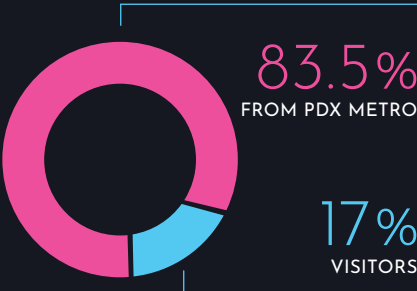
February 2026 marked the 11th annual Portland Winter Light Festival. Setting a national standard for citywide light-art activation, the Festival invigorates Portland each winter with immersive light-art installations, kinetic fire sculptures, performances, and art activations in vacant retail spaces. In 2026, it reached new heights in scale, artistic ambition, and civic impact, standing as a national benchmark for public realm activation through art and technology.

“It feels to me like this is the most important event for Portland to help re-vitalize downtown... this festival is a gem for Portland and her future.”

– Festival survey respondent

TOTAL ATTENDANCE
FEBRUARY 6-14, 2026

262,000



219
PUBLIC ART
INSTALLATIONS

74
PERFORMANCES
& LIVE EVENTS

770
ARTISTS &
PERFORMERS

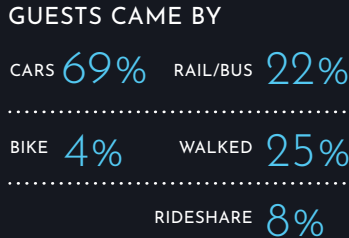
220
PARTICIPATING
BUSINESSES

110
LOCATION
VENUES

458
TOTAL
VOLUNTEERS

\$10,075,000
ESTIMATED ECONOMIC IMPACT

ADULT ATTENDEES SPENT AN
AVERAGE OF \$38.46 EACH



780,310
WEBSITE VIEWS
(JAN 1 - FEB 28)

32,740
INSTAGRAM
FOLLOWERS
(+17%) 981K Views

28,162
FACEBOOK
FOLLOWERS
(+8.3%) 1.06M Views

15,141
MAILCHIMP
CONTACTS
(+3.3%)

415
EARNED MEDIA
\$5.2M AVE
(DEC 4, 2025 - MAR 3, 2026)





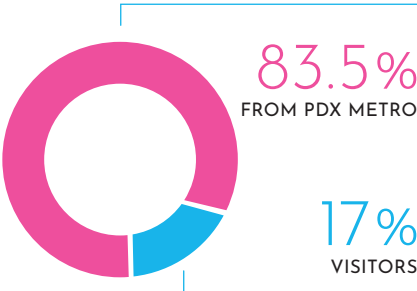
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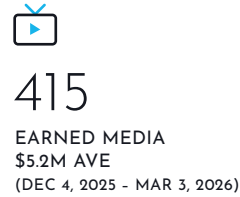
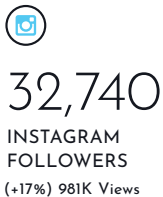
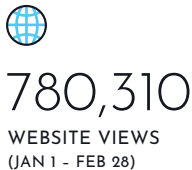
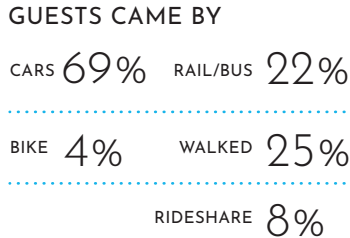
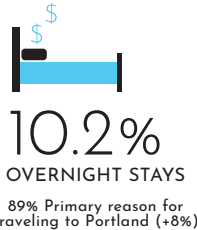
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NIGHTLAB

Sources: 1498 surveys (online and in person), direct sample crowd count, Google Analytics, Placer AI Data, and AEP6 Report, Meltwater PR Report.