



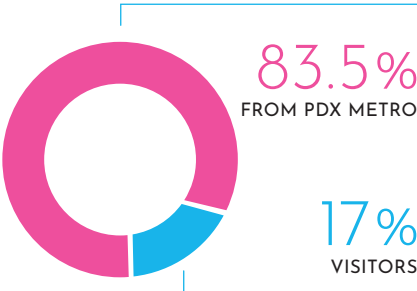
February 2026 marked the 11th annual Portland Winter Light Festival. Setting a national standard for citywide light-art activation, the Festival invigorates Portland each winter with immersive light-art installations, kinetic fire sculptures, performances, and art activations in vacant retail spaces. 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

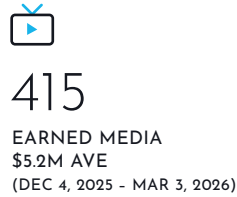
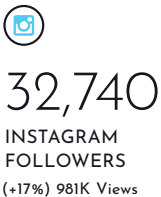
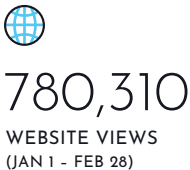
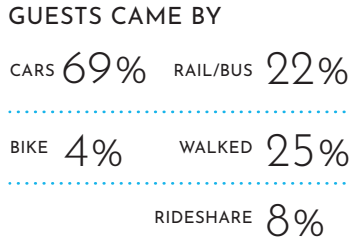
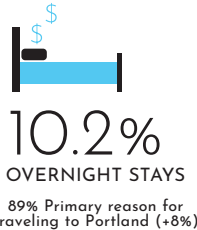
TOTAL ATTENDANCE
FEBRUARY 6-14, 2026

262,000



\$10,075,000
ESTIMATED ECONOMIC IMPACT

ADULT ATTENDEES SPENT AN
AVERAGE OF \$38.46 EACH



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