



Quantifying the economic impact of the ASRC

Quantitative Research Findings
July 2011



What this document covers

- Background and methodology
- Summary of findings
- Additional findings



Context and objectives

- Tourism NT is commencing an initiative to assess the effects of events on the region's economy.
- Events have the potential to attract a significant number of visitors, and therefore a substantial amount of tourism revenue to the territory. It's therefore important to understand the eventual economic benefit and tourism draw.
- The event to be evaluated is the five day **Alice Springs Racing Carnival**.
- Research was commissioned to measure the economic impact of the Alice Springs Racing Carnival on the region and the level of attraction the event has as a driver of visitation to the area.



Methodology

- Face-to-face interviews conducted over two days
 - Saturday 30th April 2011
 - Monday 2nd May 2011
- Interviewing conducted between 10am – 6pm on each day
- Questionnaire length approximately 5 minutes
- Total sample size n=317
 - Saturday: n=107
 - Monday: n=210
- Maximum confidence interval (at the 95% confidence level)



N= 107	+/- 9.5%
N= 210	+/- 6.8%
N= 317	+/- 5.5%

Key findings

- ★ In total, the ASRC (held from Sat 9 April to Mon 2 May 2011) is estimated to have brought \$1.76m of new expenditure to the Alice Springs area
 - This is based on total reported carnival attendance of 9,727*, with an estimated one-fifth of attendees visiting from outside Alice Springs (2140 people)
 - A quarter of attendees were from Darwin, 4% from elsewhere in NT, 6% from overseas, and the balance (65%) spread across the rest of Australia
- ★ Around two-thirds of visitors made a special trip for the carnival, with a further 17% extending an existing stay for it
 - Overall, each visitor who made a specific trip or extended their visit stayed an average of 5.1 carnival related nights, generating 7,529 incremental nights
- ★ Visitors spent an average of \$1613.50 while in Alice Springs
 - Food & drink, followed by accommodation, were the biggest spend areas
- ★ Visitors were highly satisfied with the event, and two-fifths said they were very likely to come again next year (driven by NT residents from outside Alice Springs)

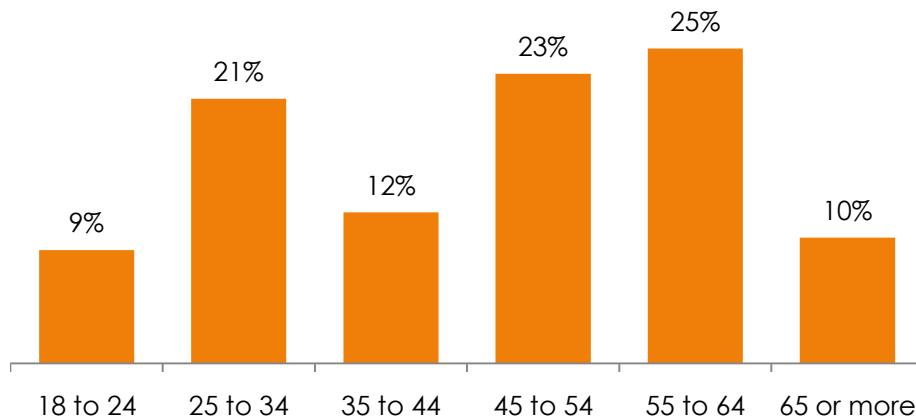
Who came to the carnival?



While visitors were recorded from a broad spread of ages, they tended to be over 40. Two thirds were men.

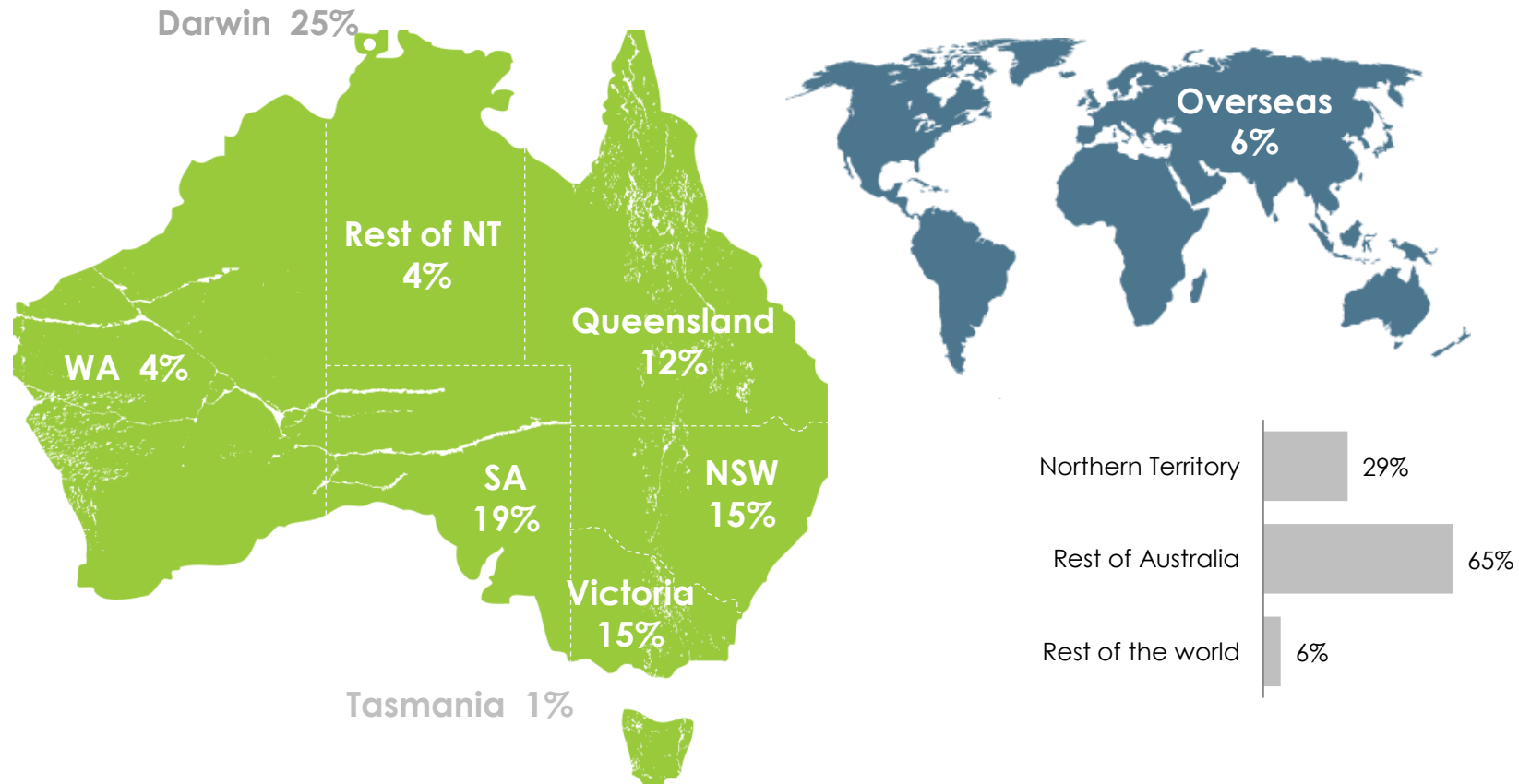
Mean Age: 47 years

Women: 38%
Men: 62%



→ Monday attracted an older and more male dominated crowd than Saturday

Visitors were from a wide variety of locations, with 7 in 10 coming from outside NT



- Monday visitors were more likely to be from outside NT than Saturday visitors
- Although a small subgroup, visitors from overseas were substantially younger than those from Australia

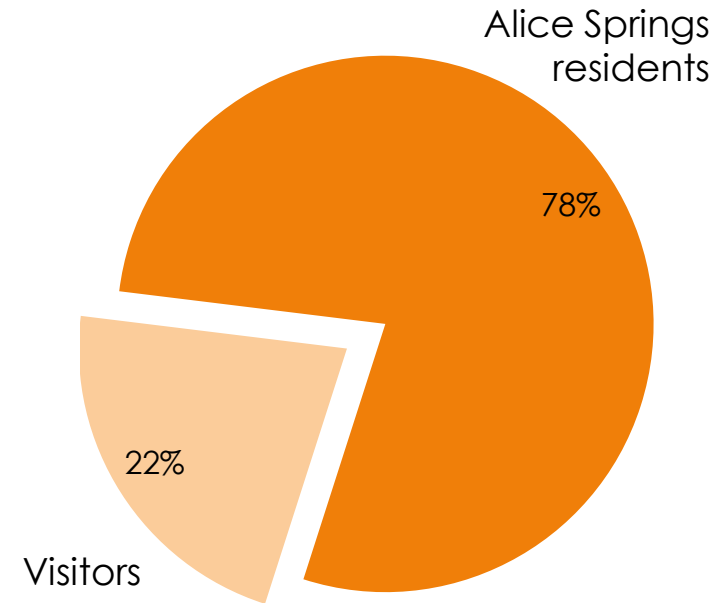
Q3. Please can you tell me the postcode of where you live?

Q3. And what region is this in?

Base: All respondents, n= 317

Four-fifths of attendees were from Alice Springs

- ★ The Turf Club reported a total of 9,727 (unique – e.g. not including separate counts of a visitor who attended on different days) attendees
 - 6,984 of these were in the last two days of the carnival (Sunday/Monday)
- ★ Our fieldwork partners reported that 4 in 5 people they asked to do the survey were Alice Springs residents
 - As one of the key objectives of this project was to measure the new money entering Alice Springs due to the ASRC, we interviewed non-Alice Springs residents only but kept a tally of those approached who were locals
- ★ Combining these numbers gives a total ‘out of town’ attendee number of approximately 2140

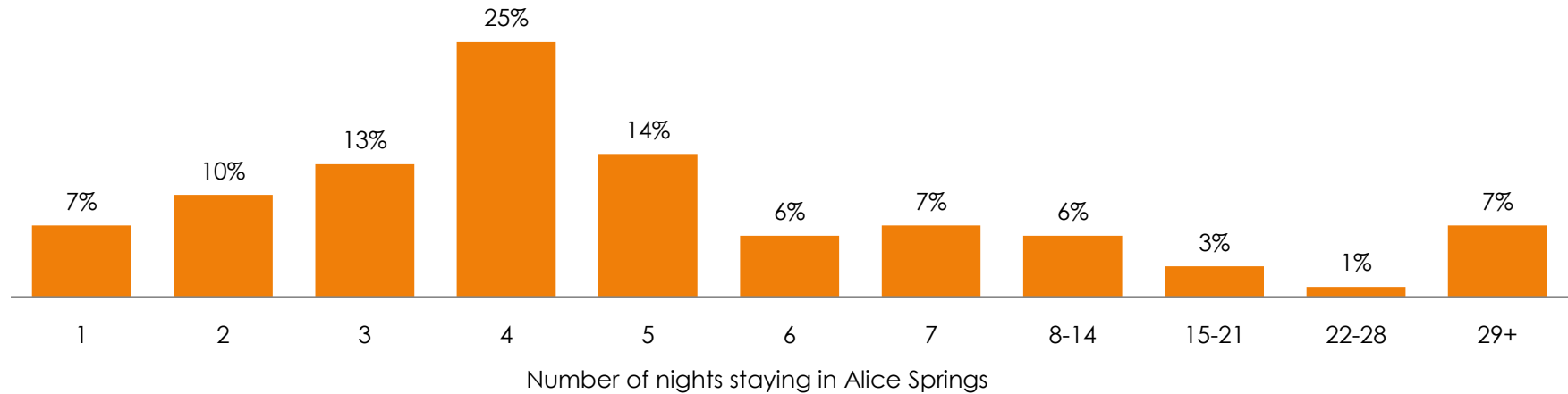


How long did they stay?



On average, visitors were staying 9 nights in Alice Springs, with a quarter staying for a week or more

Average length of stay: 9 nights

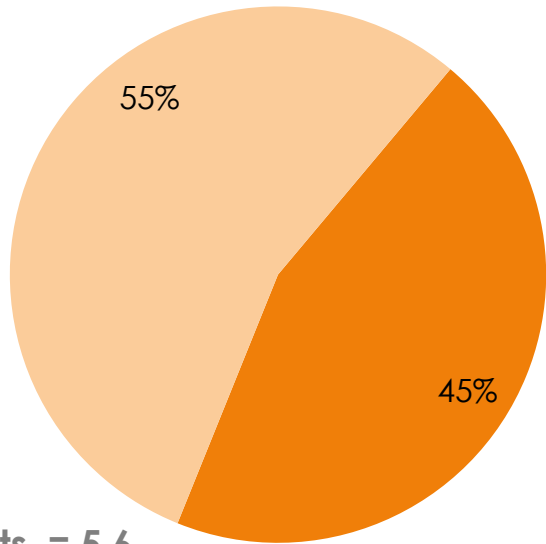


- Overseas visitors staying longest – half staying a week or longer
- Those from NT staying for a shorter time than those from the rest of Australia

Almost two thirds of visitors made a special trip for the carnival. Of the rest, 17% extended their stay by an average of 2 1/2 nights.

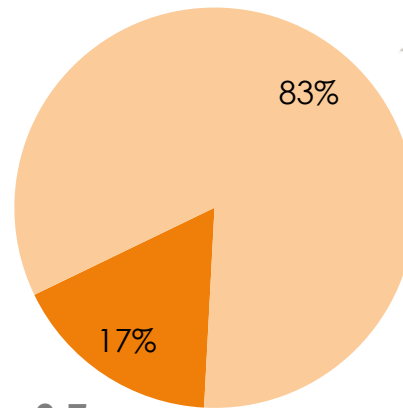
Would have come to Alice Springs anyway this year?

■ Yes ■ No



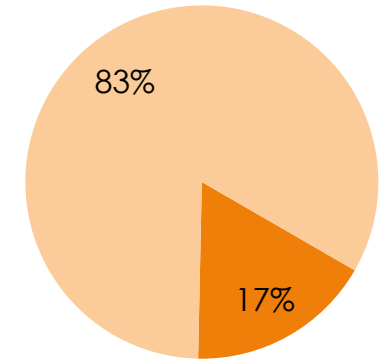
Average nights = 5.6

Made additional trip for the carnival?



Average nights = 3.7

Extended their stay for the carnival?



Average extra nights = 2.4

Q8. Would you have come to Alice Springs this year had Alice Springs Racing Carnival not have been held?

Base: All respondents, n= 317

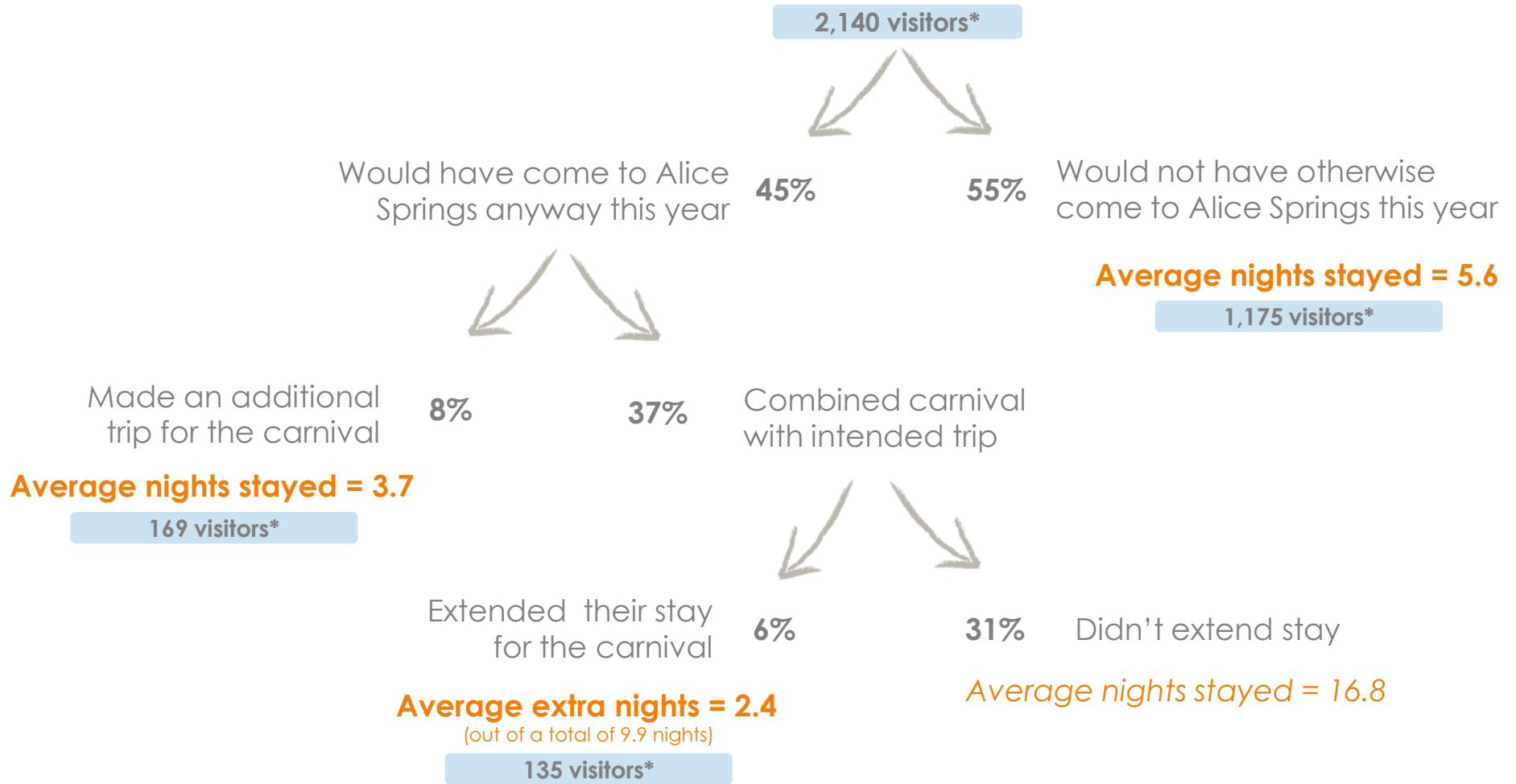
Q9. Is this trip an additional visit especially for Alice Springs Racing Carnival?

Base: All respondents who would visit Alice Springs even if the Alice Springs Racing Carnival was not held, n= 143

Q10. Since you were coming to Alice Springs in any case at this time of year, did you extend your stay because of Alice Springs Racing Carnival?

Base: All respondents would have visited Alice Springs even if the Alice Springs Racing Carnival was held and were not on the trip specifically for the Alice Springs Racing Carnival, n= 118

Those who made a specific trip for the carnival stayed an average of 5.4 nights. In total, each visitor who made a specific trip or extended their visit, stayed an average of 5.1 carnival related nights.



Q8. Would you have come to Alice Springs this year Alice Springs Racing Carnival not have been held?
Base: All respondents, n= 317

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*Based on estimated non-Alice Springs visitor numbers of 2140

The carnival generated an estimated 7,529 incremental nights stayed in Alice Springs

Total incremental nights stayed = c. 7,529 *



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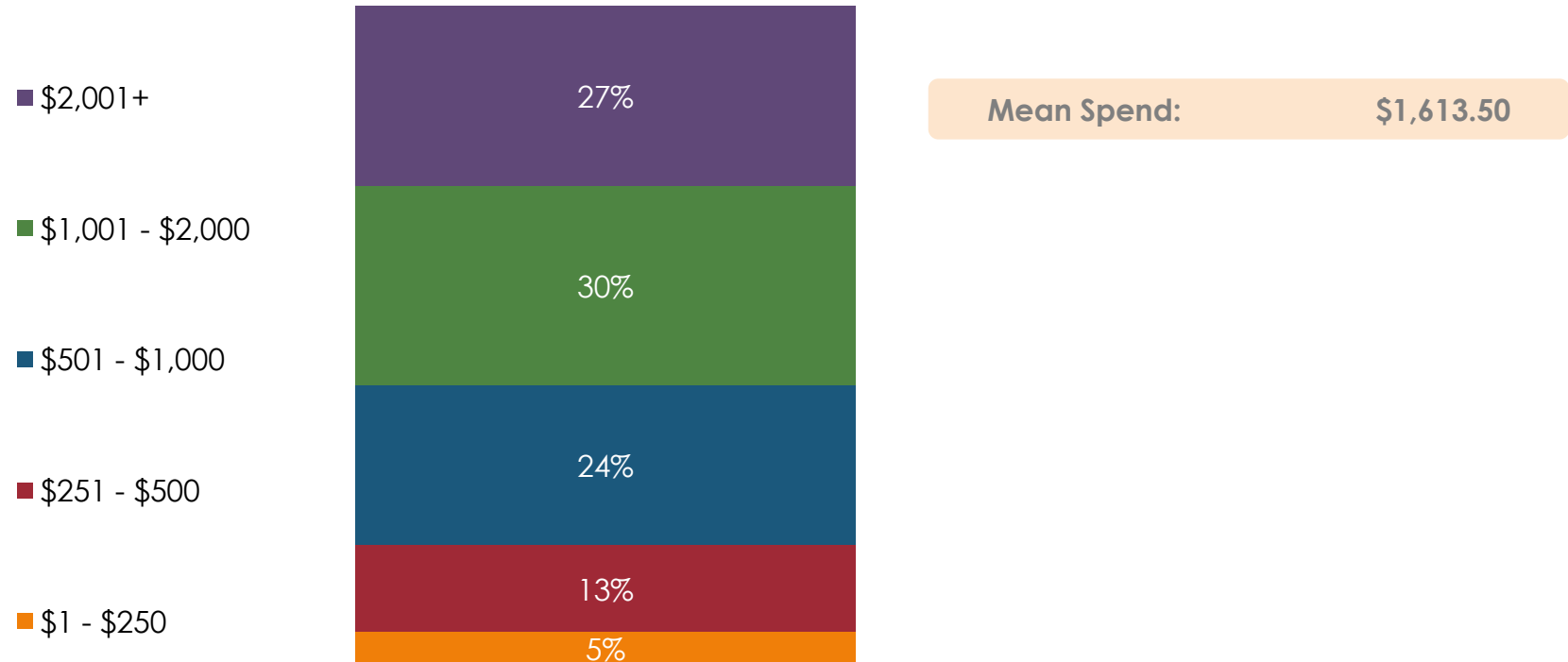
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*Based on estimated non-Alice Springs visitor numbers of 2140

How much did they spend?



Visitors estimated they spent an average of over \$1600, with a quarter spending more than \$2000

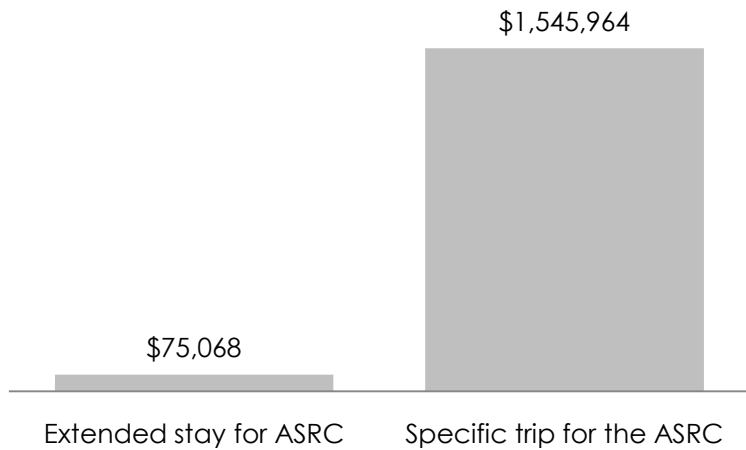


- Claimed spend figures covered 433 people, or 1.37 people per respondent
- We have assumed that children have a very minor spending profile at the event, hence assumed expenditure by under 18's has been counted as 25% of adult spend

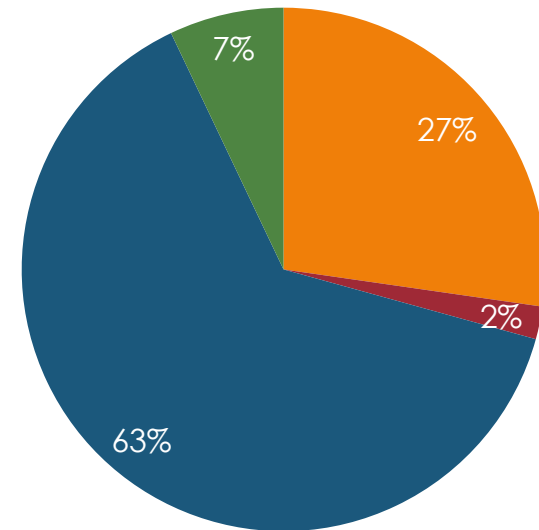
Q5. And now please think about your estimated spend in Alice Springs during this visit?
Please include all spending made or likely to be made by you and all members of your family. Remember to include all payments including those made by EFTPOS and credit cards. Please provide your best estimates if you are unsure of the exact amounts.
Base: All respondents, n= 317

Total visitor spend is estimated at \$1.65m. Those from outside NT accounted for 70% of the spending.

Total Spend: c. \$1,625,032 *



■ Darwin
 ■ Rest of NT
■ Rest of Australia
 ■ International

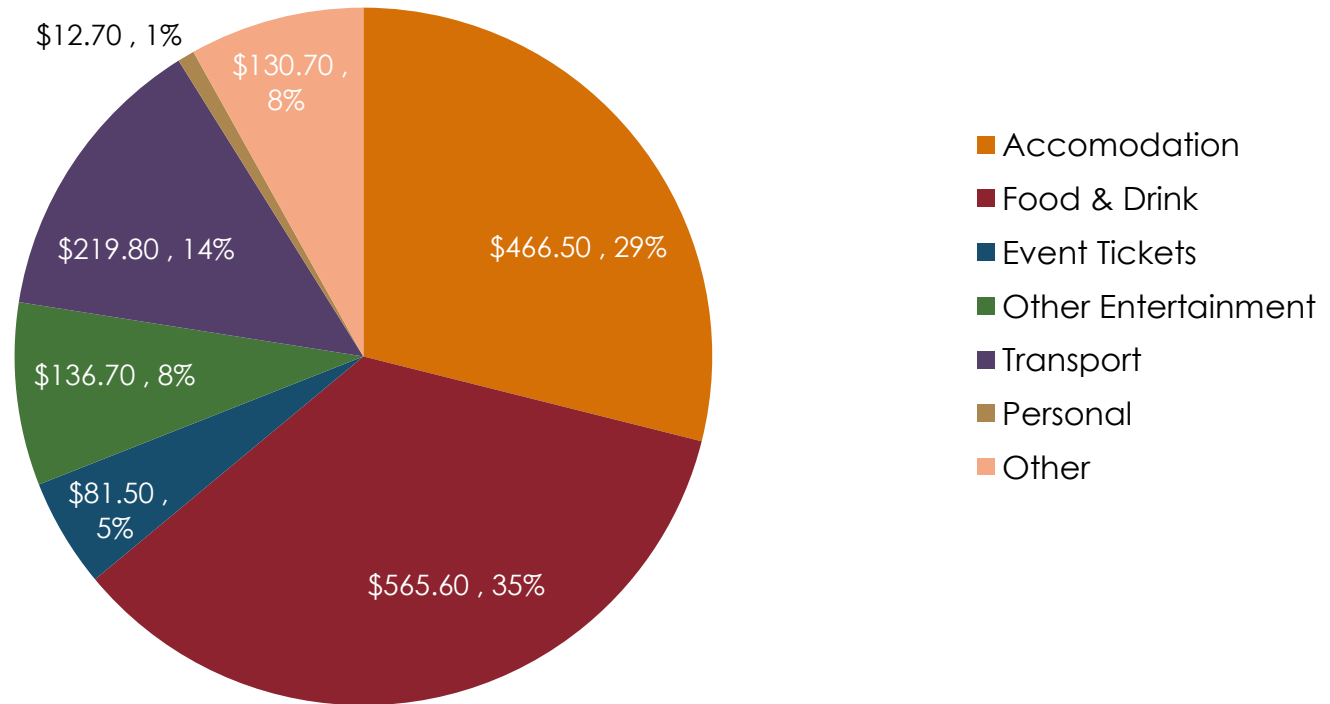


*Based on Encore calculations

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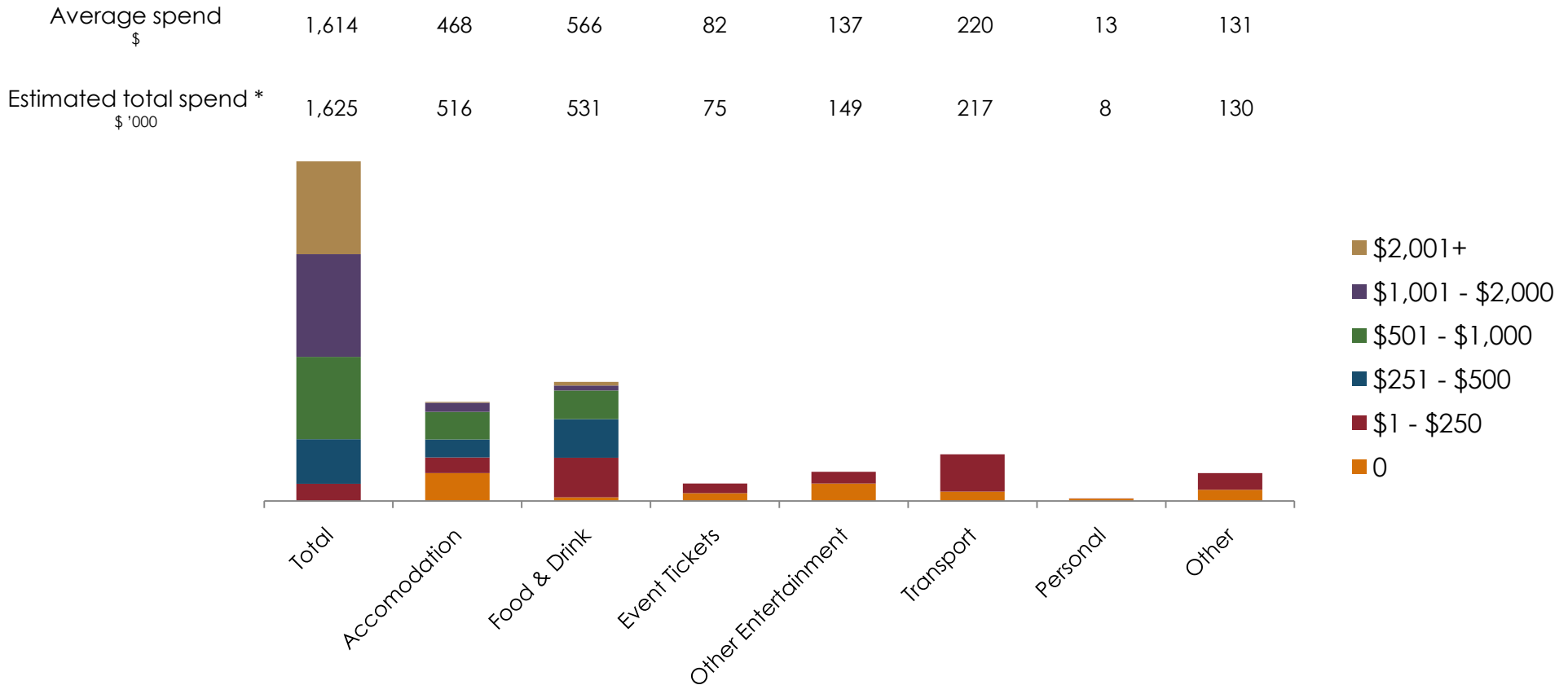


Food & drink, followed by accommodation, were the two biggest expenditures



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Base: All respondents, n= 317

Food & drink, followed by accommodation, were the two biggest areas of expenditure



→ We assume that those who did not spend anything on accommodation are likely to have stayed with friends or family

*Based on estimated non-Alice Springs visitor numbers of 2140

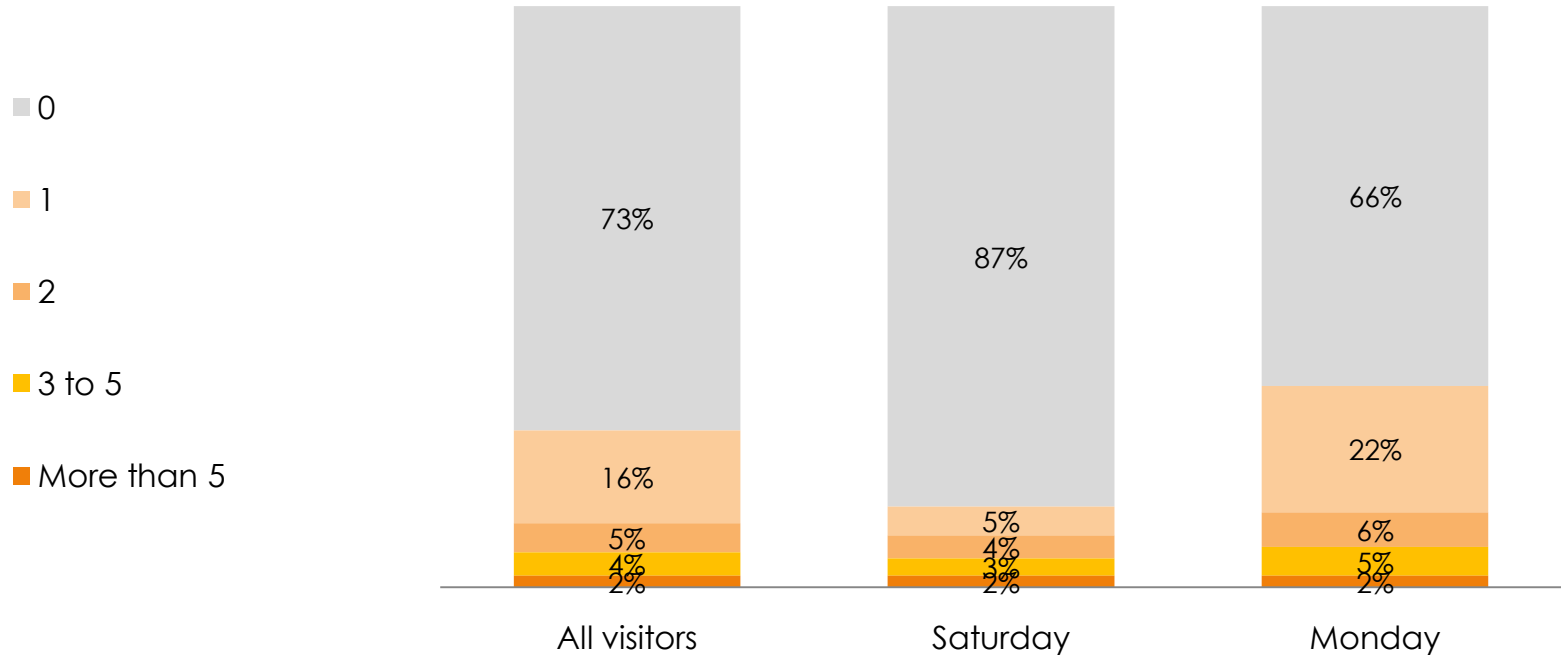
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What did they do whilst in Alice Springs?



Most visitors interviewed had not attended the carnival on previous days, especially those we spoke to on Saturday

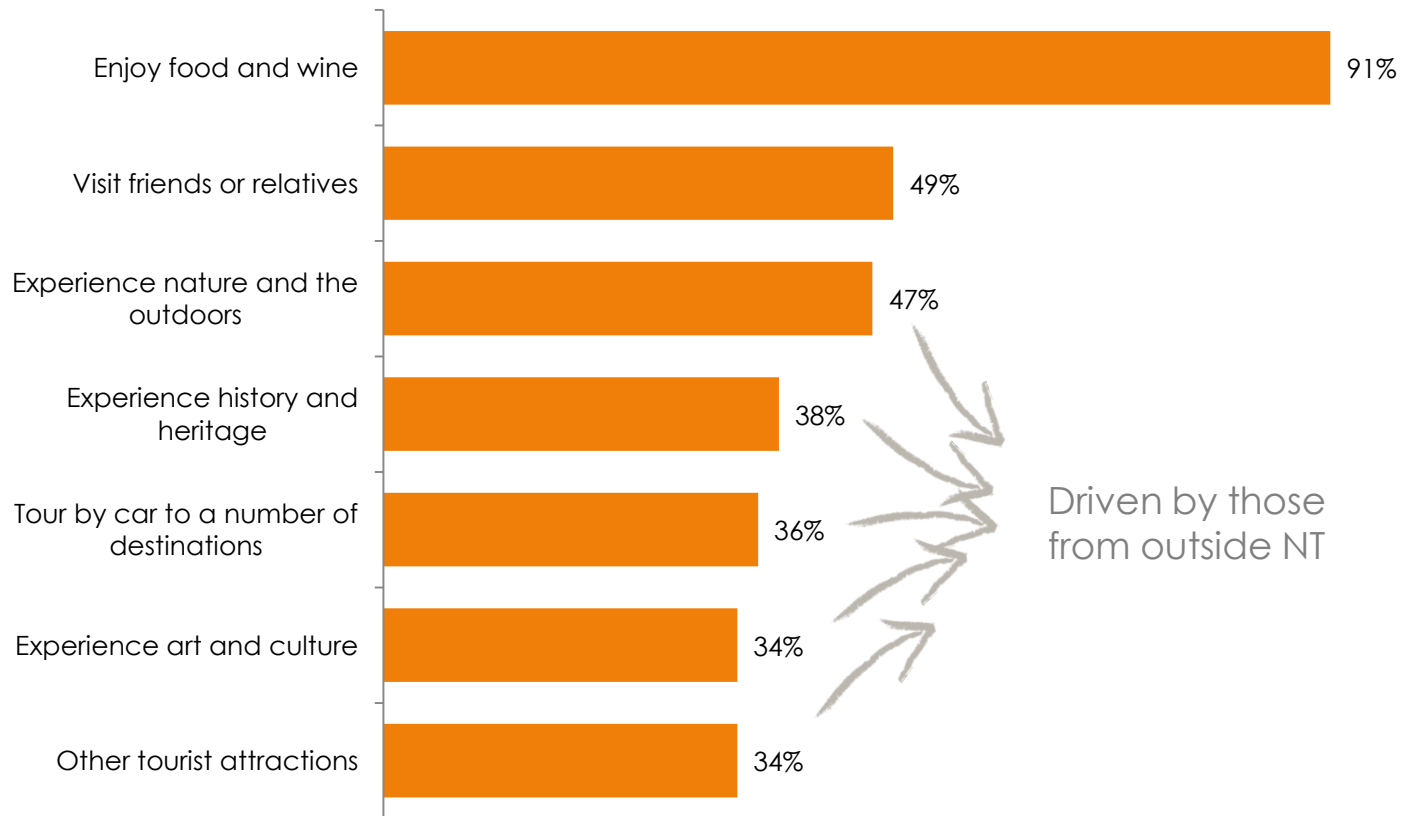


Average days attended previously	0.6	0.4	0.7
Average days attended previously (among those who attended previously)	2.1	2.8	1.9
Average days attended in total (incl. day interviewed)	1.6*	1.4*	1.7

*Days attended up to and including day of interview. Saturday visitors may also have visited on Monday.



All enjoyed food and wine - lots were visiting friends and relatives or experiencing the outdoors

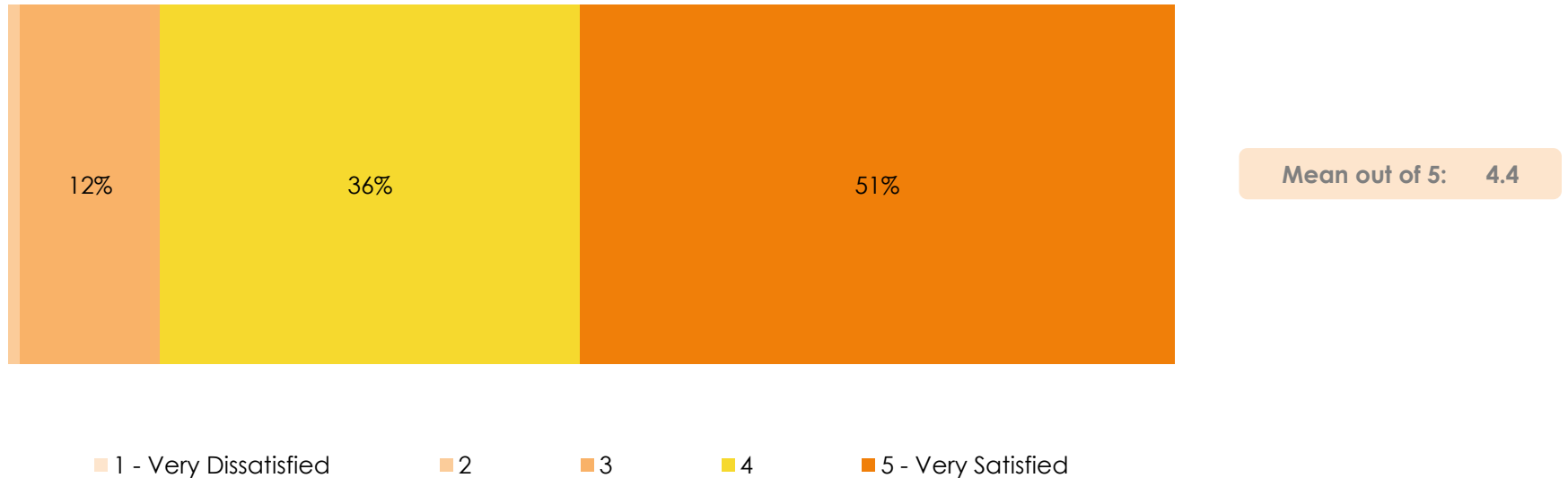


Q7. What other activities have you done or will you do whilst in Alice Springs for this visit?
Base: All respondents, n= 317

Satisfaction and future attendance

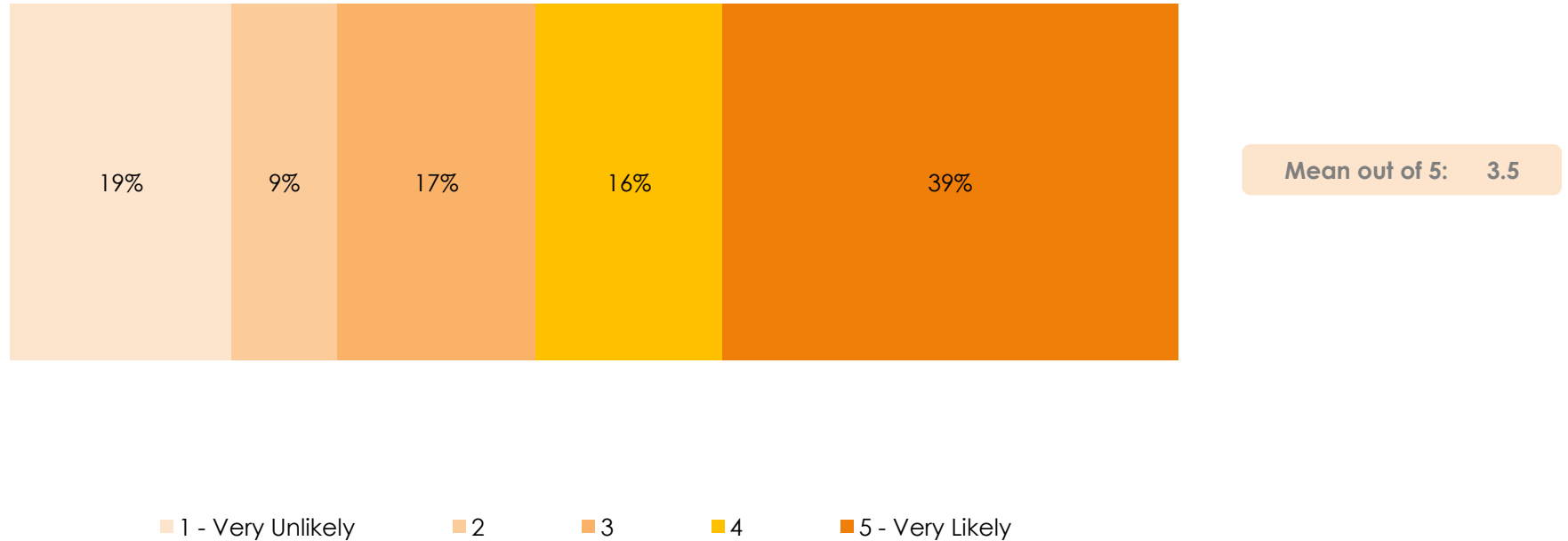


High event satisfaction (among those who'd been to races on previous days)



Q13. Thinking about the previous days(s) you have attended at the Alice Springs Racing Carnival this year, on a scale of 1 to 5, where 1 represents very dissatisfied and 5 represents very satisfied, how satisfied were you with this event?
Base: All respondents who had previously attended sometime this Alice Springs Racing Carnival, n= 86

Two fifths are likely to attend next year, driven unsurprisingly by those living in NT



Q14. And on a scale of 1 to 5, where 1 represents very unlikely and 5 represents very likely, how likely are you to attend the Alice Springs Racing Carnival next year?
Base: All respondents, n= 317



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