DARWIN CUP WEEKEND 2014

Economic Contribution to the Darwin Region

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METHODOLOGY

- The main aim of the survey was to determine the economic contribution of attendees from outside of Darwin. The 'Encore' methodology was used so as to match with previous event studies in the NT (incl. the Darwin V8's) i.e. Face to face interviews using the 'Encore' survey tool;
- A local Darwin recruitment company was enlisted to recruit interviewers;
- A total of 11 interviewers were recruited and attended a 3 hour training session. (Training focussed on how to conduct a Computer Assisted Personal Interview (via an iPad) and ensuring a clear understanding of how to collect expenditure data);
- 6 Interviewers were on site on Sprint Day (Saturday 2nd August) and 10 on Cup Day (Monday 4th August);
- Quotas were set to ensure a representative mix of responders based on the type of ticket they had for accessing the Turf Club using data from previous Darwin Cup events;
- The number of attendees from outside of Darwin was determined through electronic ticket sales data for the two days of the Carnival;
- A sample target of 330 was set to achieve a 95% confidence interval of +/-5%. 225 surveys were achieved. This was due to the recruiter not being able to recruit enough interviewers and the reduced capacity of the 3/4Gnetwork during the event on Cup Day.
- The final sample represented around 10% of attendees from outside Darwin and maintained a 95% confidence interval of +/-6.23%

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THE ENCORE TOOLKIT

The objectives of using this event evaluation toolkit are to:

Minimise the costs and enhance consistency of research relating to small events

Assess the amount of revenue yielded by attraction to the event

Encore

Collect key demographics of visitors to the event

Collect marketing and visitor satisfaction data relating to the event

The revenue yield for this Encore project was defined as that being generated outside of Darwin

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RESULTS OVERVIEW

Total number of interviews=225

Sprint Day (Sat) interviews=70

Cup Day (Mon) interviews=155

Avg. length of stay=8.1 nights

Avg. no. of People in travel party=2.0

Estimated size of crowd =22,351*

Estimated no. of unique visitors =19,000*

Estimated no. of non-Darwin attendees =2,460 (13%)

Average spend per person =$2,244

Other non-Darwin Turf Club revenue = $694,393

Non-Darwin Turf Club expenses = $1.1MIL

*3,846 tickets sold for Sprint Day; 18,505 tickets sold for Cup Day. Approximately 19,000 unique visitors as the majority attended both Sprint Day and Cup Day.

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DIRECT CONTRIBUTION

Estimated no. of non-Darwin attendees= 2460

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Average spend per person= $2,244

+

Other non-Darwin Turf Club revenue = $694,393

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Non-Darwin Turf Club expenses = $1.1MIL

=

Estimated direct Contribution* to Darwin= $5.2MIL

*Contribution refers to the contribution of monies INTO the Darwin region from EXTERNAL SOURCES. It does not include revenue generated from local Darwin sources.

TOTAL CONTRIBUTION

Estimated direct contribution to Darwin= $5.2MIL

+

Estimated Indirect* Contribution To Darwin = $5.2MIL

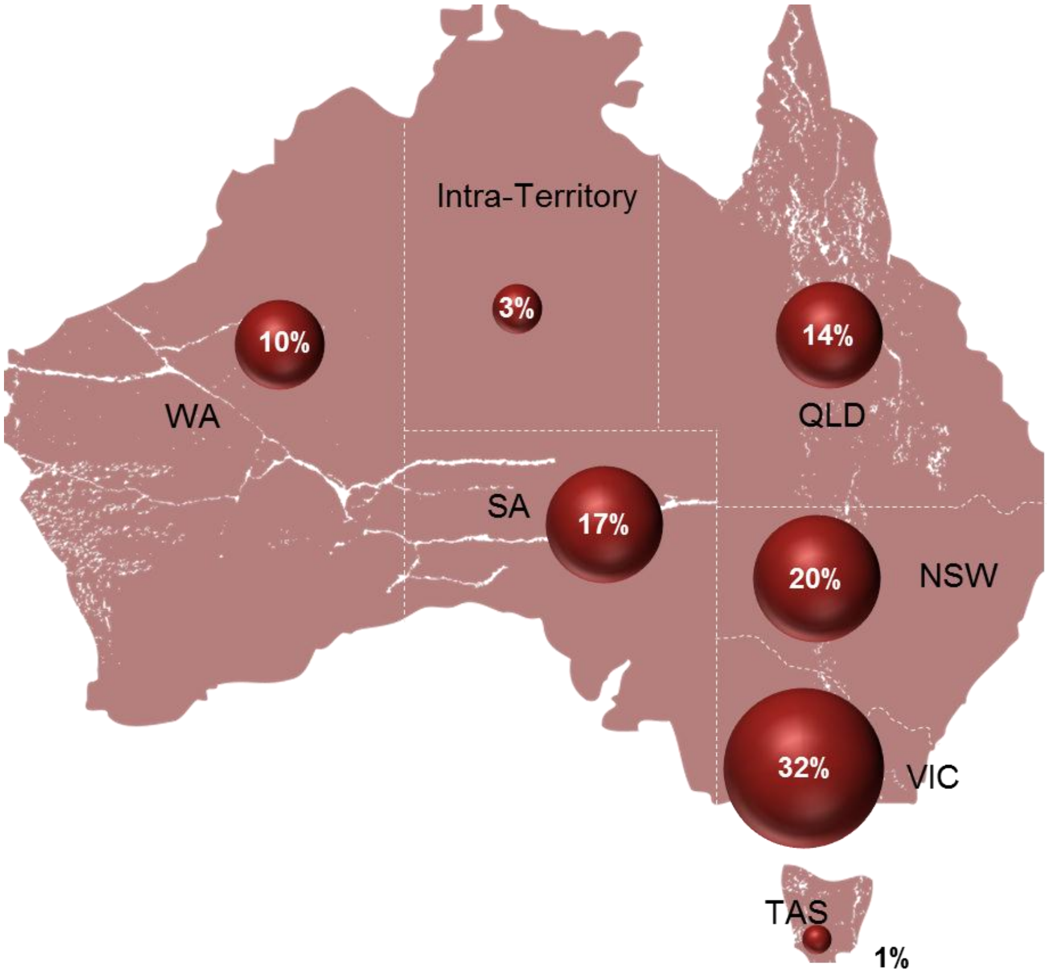
=

Estimated total contribution to Darwin = $10.4MIL

*Indirect contribution is determined from the Tourism Income multiplier for the NT as outlined in the ABS State Tourism Satellite Accounts 2012-13. This multiplier equals 2.0. More information can be found here. Again, this refers to monies into the Darwin region from external sources. 'Indirect' contribution is spend that is resultant from tourism but not directly spent by the tourist.

ORIGIN OF ATTENDEES

International
3%



The vast majority of non-Darwin attendees were from interstate. A small number were either international visitors or fellow Territorians (3% each).
The highest proportion of interstate visitors were from Victoria (32%).
NSW was second but with12p.p. fewer visitors (20%).

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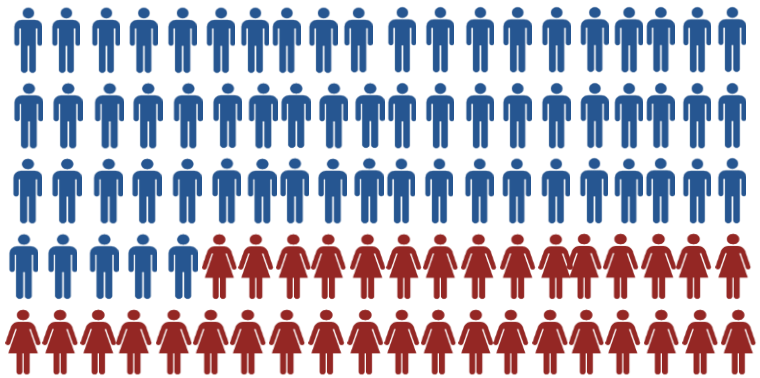
AGE, GENDER & TRAVEL PARTY OF ATTENDEES

Age Group

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
6%	16%	19%	26%	20%	12%

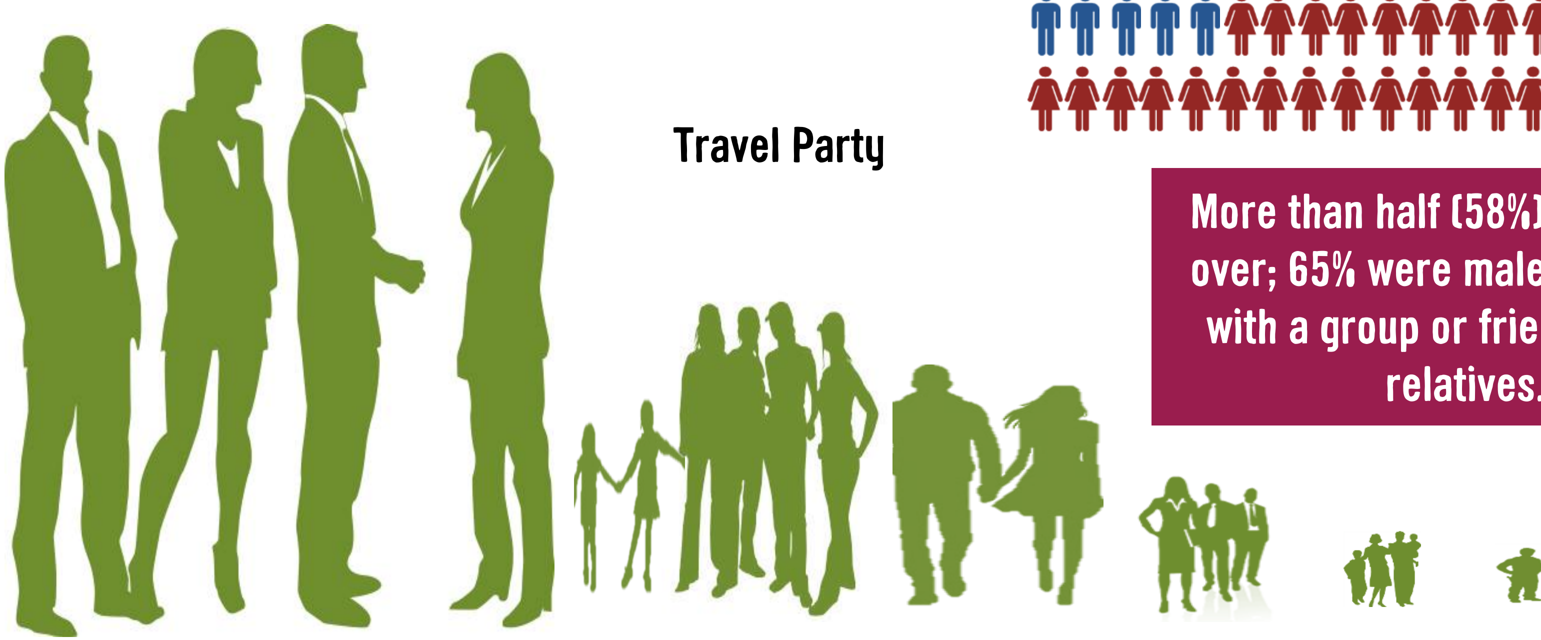
Gender

Women: 35%
Men: 65%



More than half (58%) were 45 or over; 65% were male; 63% came with a group or friends and/or relatives.

Travel Party



Friends/Relatives (no kids)	Friends/Relatives (with kids)	Partner	Colleagues	Family	Myself
44%	19%	16%	10%	5%	4%

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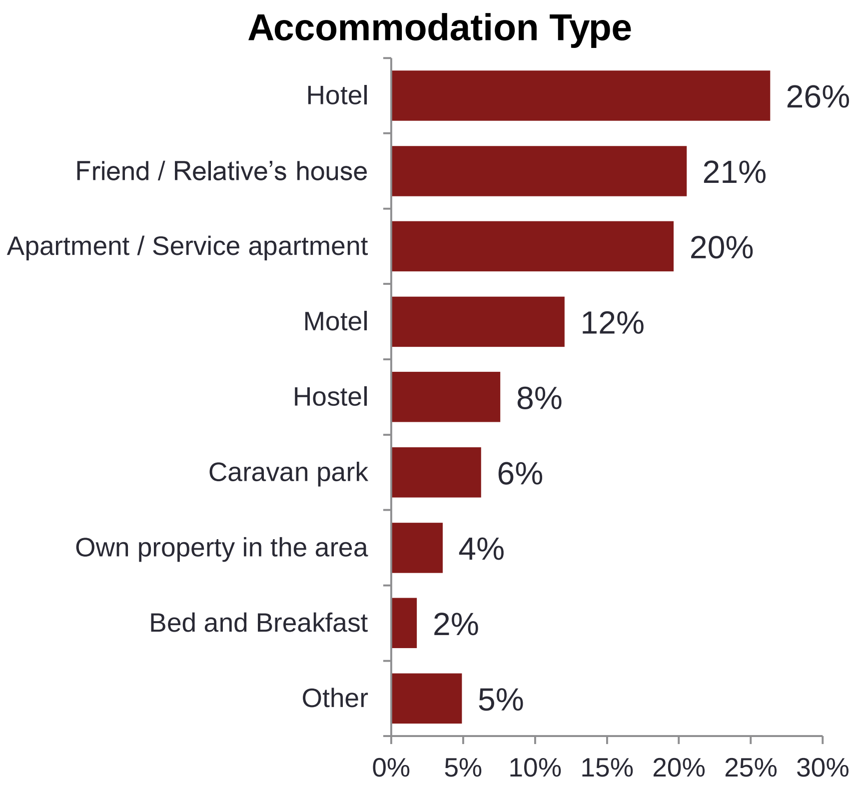
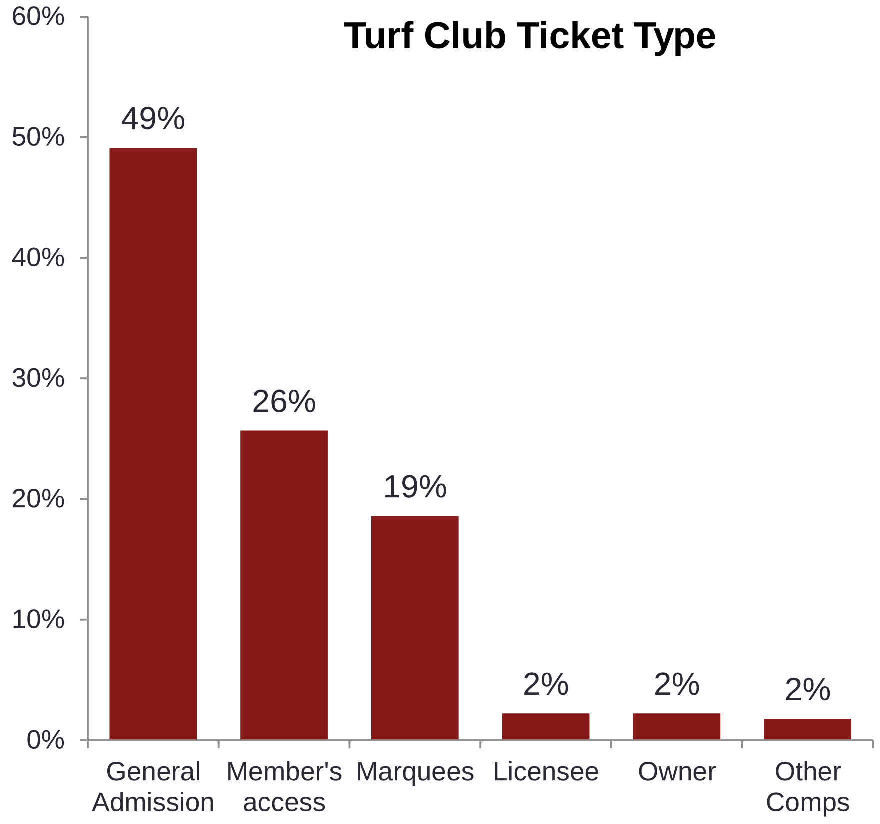
ACCOMMODATION AND TURF CLUB TICKET TYPE OF ATTENDEES





Just over ¼ (26%) of visitors to Darwin who attended the Darwin Cup weekend races stayed at a hotel whilst a further 21% stayed at a friend or relative's house. Apartments were also another popular choice (20%). A small proportion stayed at their own home (4%).
Almost half entered the Turf Club via a general ticket (49%), 26% had Member's access, whilst 16% had a member's access pass.

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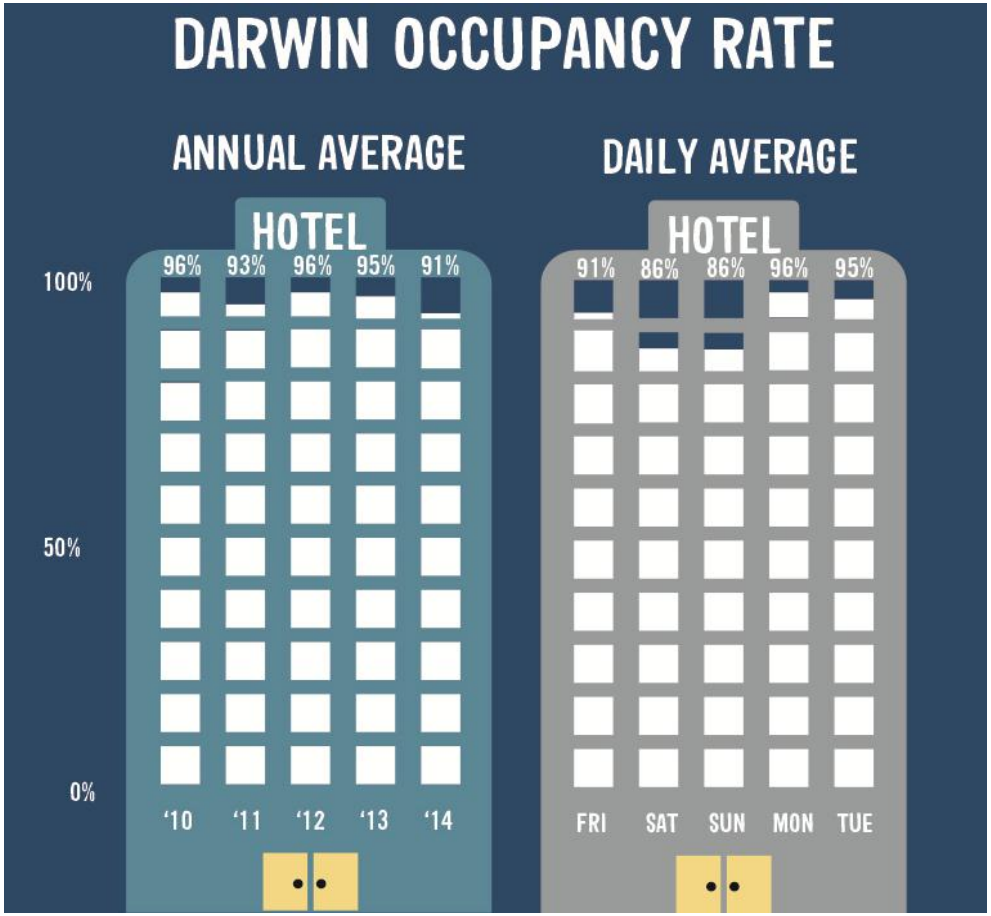
HOTEL OCCUPANCY



Hotel occupancy rates peaked at 96%. Occupancy rates dropped on Saturday and Sunday compared to previous years.

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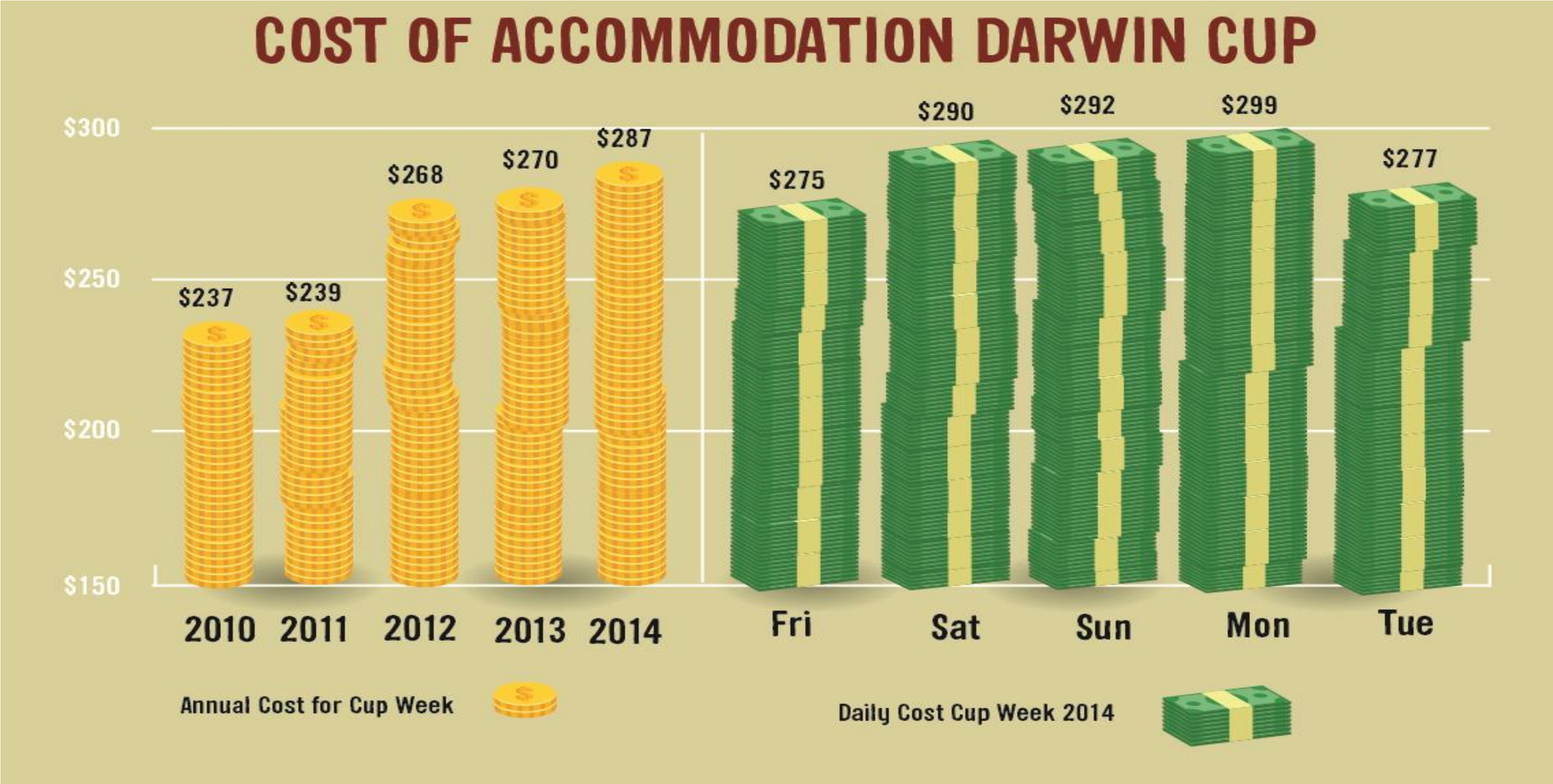
AVG. ROOM RATES



The average cost per room peaked at $299 per night on Monday (Cup Day). This is the highest rate of 2014.

ADDITIONAL TRIPS OR EXTENDED STAYS AS A RESULT OF DARWIN CUP

Total incremental nights stayed = **13,308**

All non- Darwin attendees

45% *would* have come to Darwin this anyway in 2014

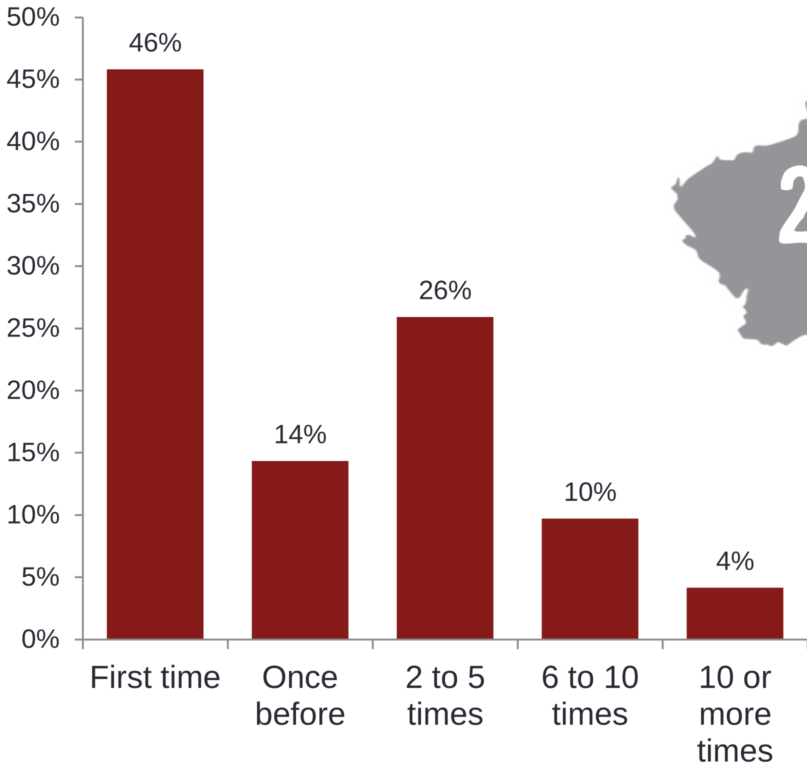
- 17% made an additional trip for the Darwin Cup
  - Average nights stayed = 7.2
  - Estimated nights = 2,989
- 28% combined the Darwin Cup with intended trip
  - 7% extended their stay for the Darwin Cup
    - Average extra nights stayed = 4.9
    - (Total nights stayed = 13.1)
    - Estimated extra nights = 856
  - 20% did not extend their stay for the Darwin Cup
    - Average nights stayed = 10.0

55% *would not* have come to Darwin this anyway in 2014

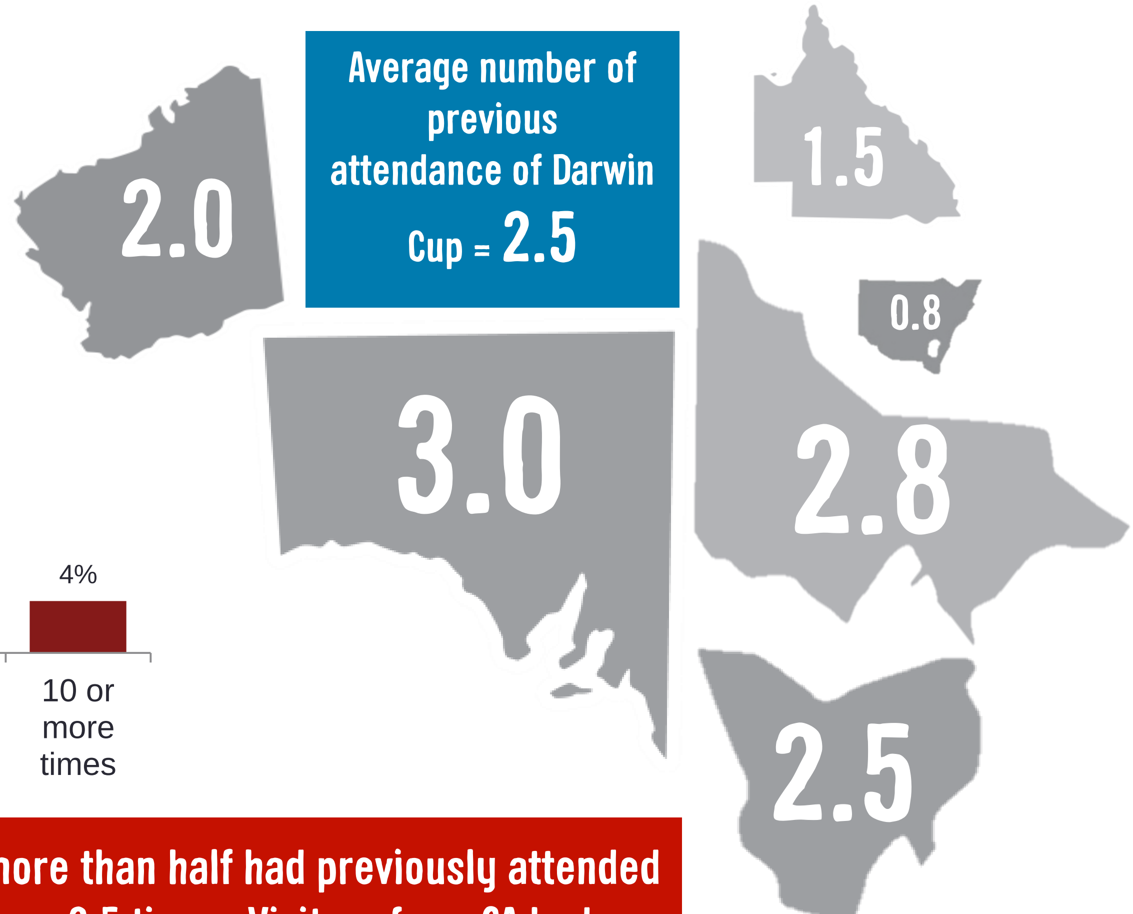
- Average nights stayed = 7.0
- Estimated nights = 9,463

REPEAT VISITATION

No. of times been previously to Darwin Cup

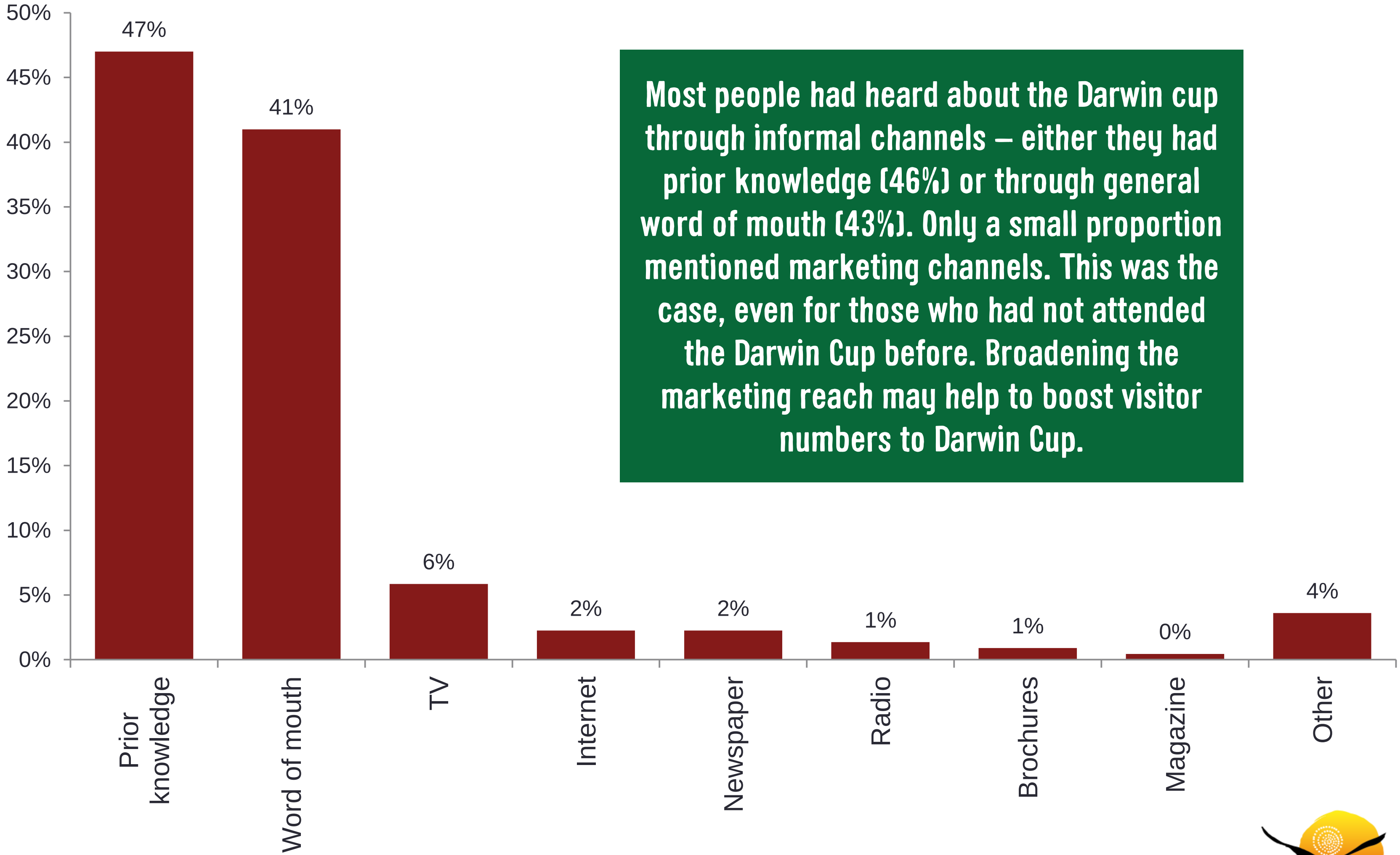


Avg. no. of times been to Darwin Cup by Origin



Whilst it was the first Cup for 46%, more than half had previously attended the Darwin Cup, (54%) – an average 2.5 times. Visitors from SA had attended the most (3.0), followed by Vic (2.8).

MARKETING COMMUNICATION AWARENESS



Most people had heard about the Darwin cup through informal channels – either they had prior knowledge (46%) or through general word of mouth (43%). Only a small proportion mentioned marketing channels. This was the case, even for those who had not attended the Darwin Cup before. Broadening the marketing reach may help to boost visitor numbers to Darwin Cup.

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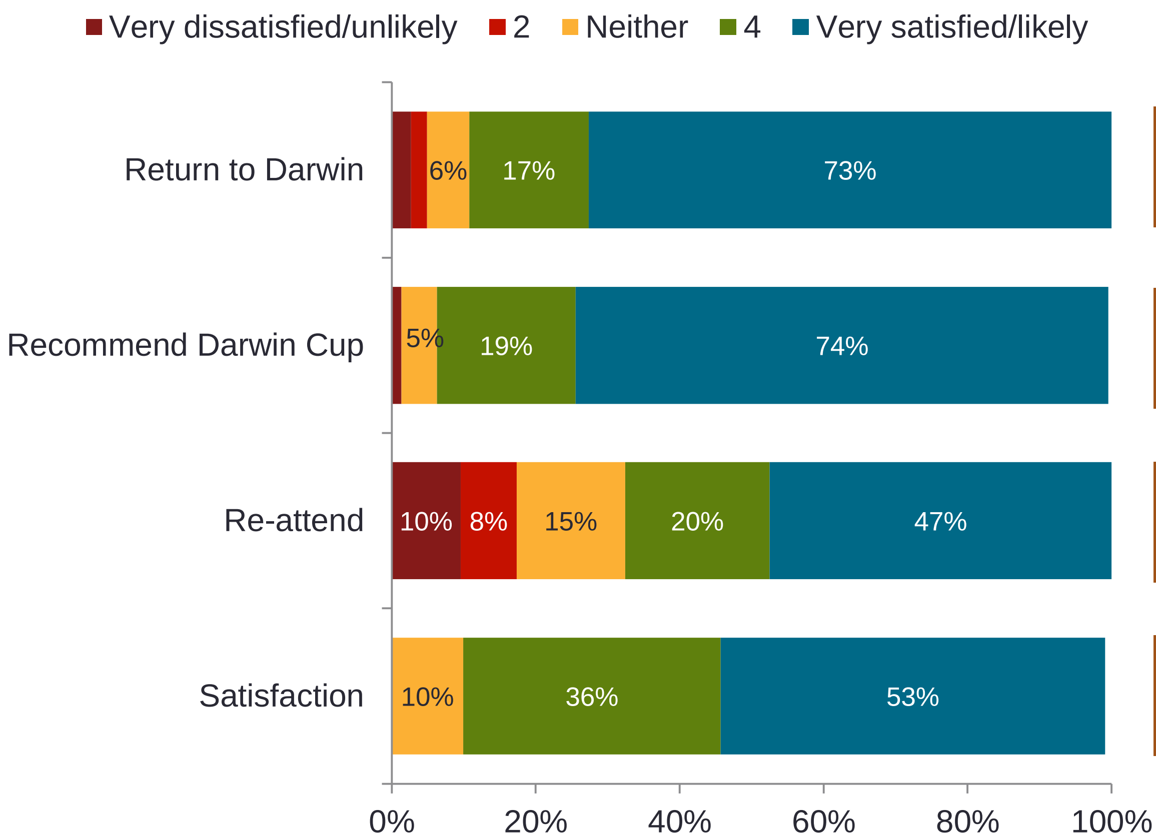
EVENT SATISFACTION AND OTHER PERFORMANCE INDICATORS



4.5 out of 5

4.6 out of 5

3.9 out of 5

4.4 out of 5

Net Promoter Score (NPS) = 68

NPS ranges
Airlines: -8 to 62
Hotels: -5 to 60

On the whole, visitors to the Darwin Cup indicated high levels of satisfaction with 89% scoring it either 4 or 5 out of 5; 93% would also recommend the Darwin Cup to others; 90% said they were likely return to Darwin and 67% said they were likely to re-attend the Darwin Cup.

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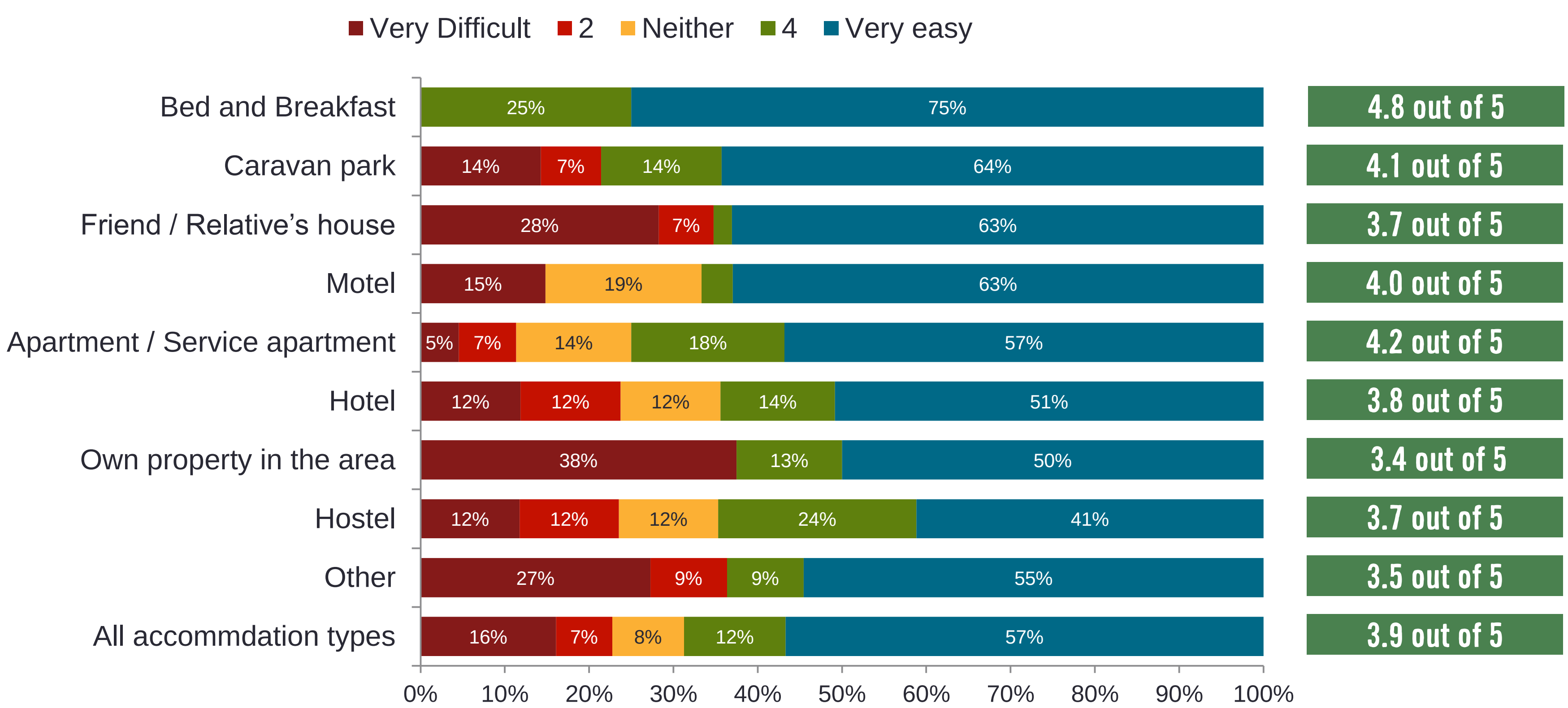
EASE OF FINDING ACCOMMODATION



Overall, most visitor reported that finding accommodation was relatively easy with 69% stating it was easy. However 23% also reported finding accommodation was difficult (24% each for hotels an hostels, lower for apartments – 12%).

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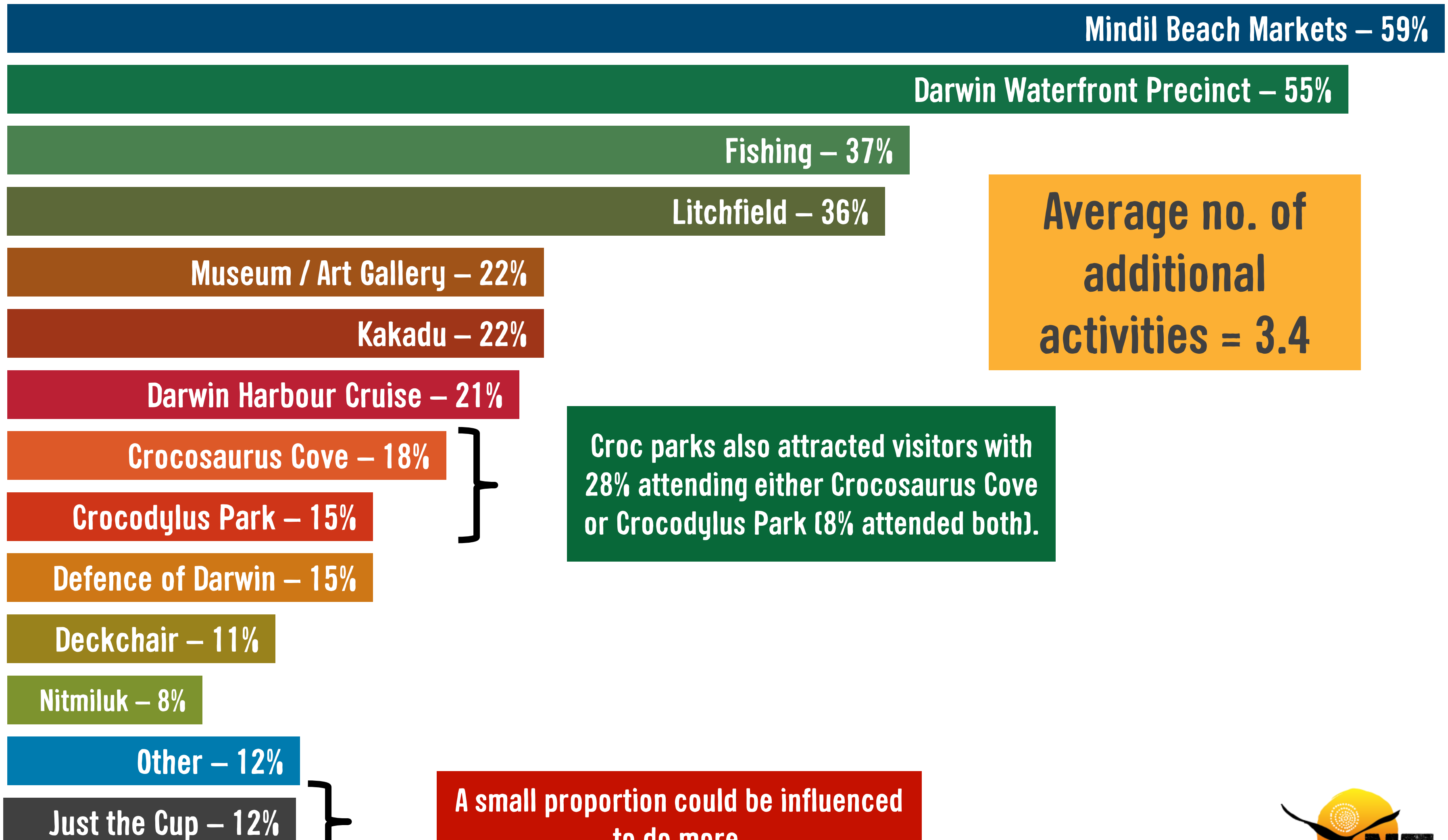
ADDITIONAL ACTIVITIES



Average no. of additional activities = 3.4

Croc parks also attracted visitors with 28% attending either Crocosaurus Cove or Crocodylus Park (8% attended both).

A small proportion could be influenced to do more.

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SPEND PER PERSON PER ITEM

Meals	$849.20	(31%)
Accomm.	$647.60	(24%)
Airfares*	$509.70	(19%)
Other spend	$212.30	(7.8%)
Entertainment	$190.30	(7.0%)
Event tickets	$156.30	(5.7%)
Transport	$122.70	(4.5%)
Services	$37.60	(1.4%)
Avg. spend p.p	=$2,244	(100%)

Meals were what visitors spent the most on, followed by accommodation. Other expenditure (including general shopping) also made up a significant proportion of spent

*Airfares not included in calculation for total spend

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AVERAGE SPEND PER PERSON AND TICKET TYPE

General Admission	$1965	(49%)
Marquees	$2,166	(19%)
Other Complimentary	$2,263	(2%)
Members Access	$2,599	(26%)
International	$1,772	(3%)
Interstate	$2,191	(94%)
Licensee	$5,310	(2%)
All ticket types	$2,244	

Having a member's access ticket appears to have a casual relationship to overall spend. Those who splurge on this appear to be more inclined to spend elsewhere. With 49% purchasing general admission tickets, 'Up-sell' strategies may further boost spend.