



NORTHERN
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MAJOR
EVENTS

COMPANY Pty Ltd



TOURISM NT

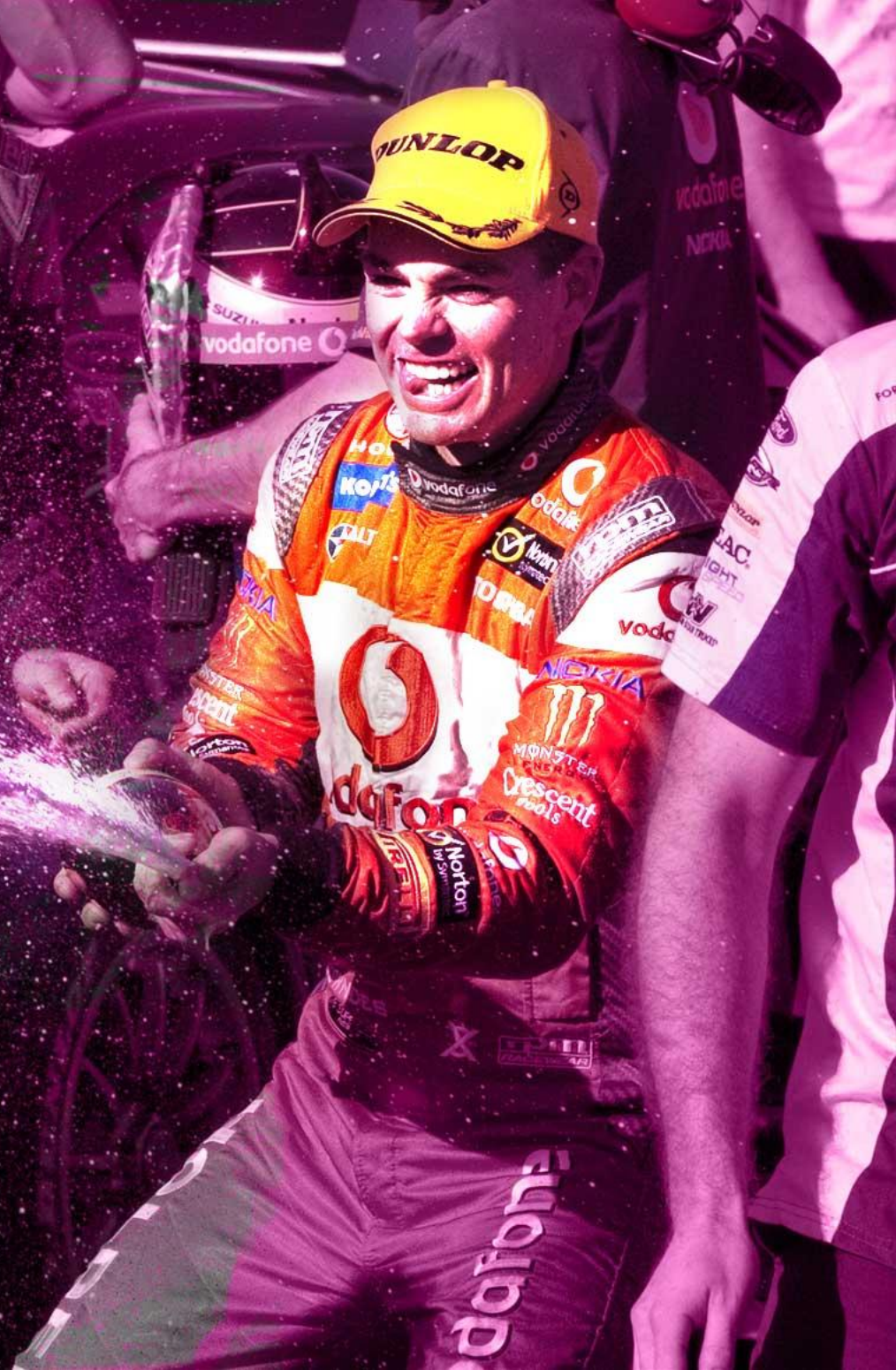
NORTHERN TERRITORY
AUSTRALIA

Economic Impact Report

SKYCITY Triple Crown,
Event 6 2012 V8 Supercars
Championship 15 – 17 June,
Hidden Valley DARWIN

Hall & Partners

OPEN MIND



Context and objectives

- ▶ The SKYCITY Triple Crown V8 Supercars 2012 event took place over three days in mid-June at Hidden Valley. This is the biggest event in the NT sporting calendar, and is scheduled to continue into 2018.
- ▶ The total crowd over the three days of racing was 48,181:
 - *Friday 15 June - 6,846*
 - *Saturday 16 June - 20,862*
 - *Sunday 17 June - 20,473*
- ▶ This total crowd figure included 33,900 unique visitors*, with these unique visitors forming the basis of the research.
- ▶ Saturday and Sunday racing was followed by the Race & Rock concert featuring some of Australia's greatest performers.
- ▶ The event market is highly competitive so it is important that events be periodically evaluated to assess their economic impact. There is potential for events to help brand a destination and encourage further visitors into the region - boosting the local economy.
- ▶ The overarching objective of this research project was to measure the economic impact of the SKYCITY Triple Crown V8 Supercars on the region and the level of contribution to tourism. Hall and Partners | Open Mind used the Encore methodology to measure the magnitude of new funds attracted to the region as a result of the event

* 'Unique visitors' represents the number of tickets sold

Methodology

- ▶ Face-to-face interviews were conducted over the three days of the event: 15th–17th June.
- ▶ Interviews were conducted both at the entry gates (prior to entry), as well as throughout the venue.
- ▶ The questionnaire length was approximately eight minutes long.



Key Findings

- ▶ In total, the SKYCITY Triple Crown V8 Supercars event is estimated to have brought \$16.0m of new expenditure (direct in-scope expenditure – excludes expenditure by locals) to Darwin.
 - *The total contribution of the event, including both direct and indirect contributions, is estimated at \$32.0m[^].*
 - *This is based on total estimated attendance of 33,900*, with almost one third of attendees visiting from outside Darwin (10,440 people, 31%).*
 - *Sixty-nine percent of attendees were from Darwin, 2% from elsewhere in NT, 1% from overseas, and the balance (28%) from other states within Australia.*
- ▶ Eight in ten out of town visitors made a special trip to Darwin for the event, with a further 5% extending their stay.
 - *Overall, the event generated an estimated 72,482 incremental nights in Darwin.*
- ▶ Event attendees spent an average of \$643, with out of town visitors spending an average of \$1,602 per person.
 - *Food and drink and accommodation were the biggest areas of spend.*
- ▶ *Satisfaction with the event was high, with 81% extremely satisfied. Consequently, the majority of visitors are likely to attend the event again next year.*

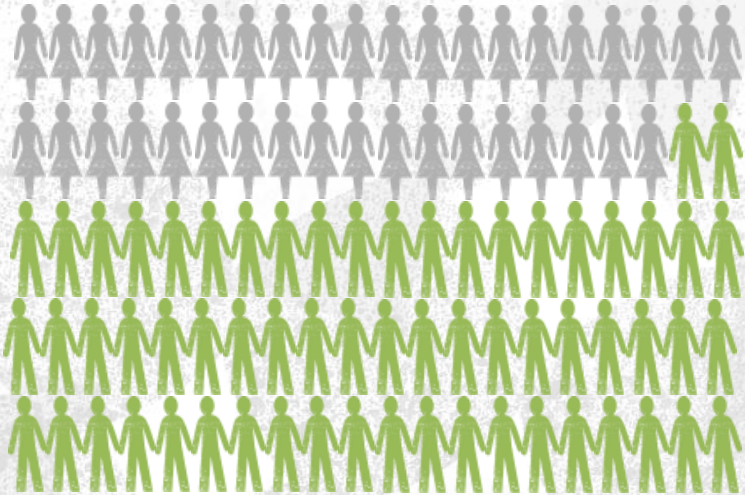
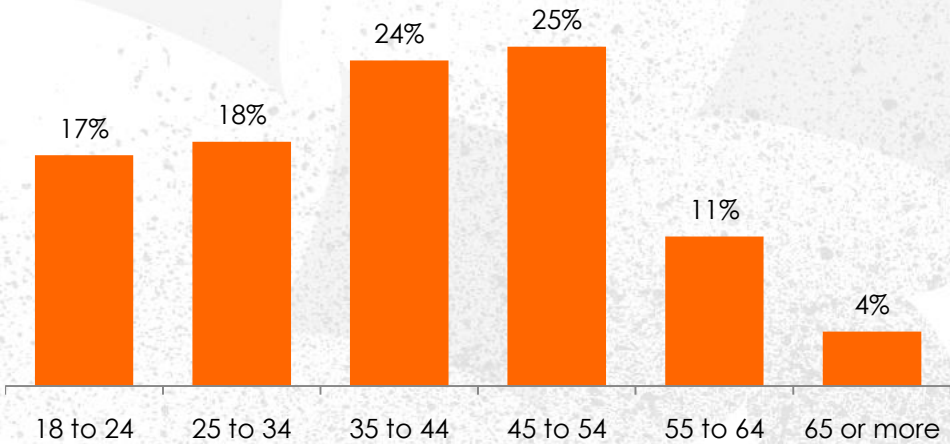
[^] Using the 2010–2011 multiplier for the NT as referenced in ‘State Tourism Satellite Accounts 2010–2011’, Department of Resources, Energy and Tourism/Tourism Research Australia

* Figure provided by Northern Territory Major Events

Around half of the attendees were aged 35-54 years and almost two thirds were male

Mean age:
40 years

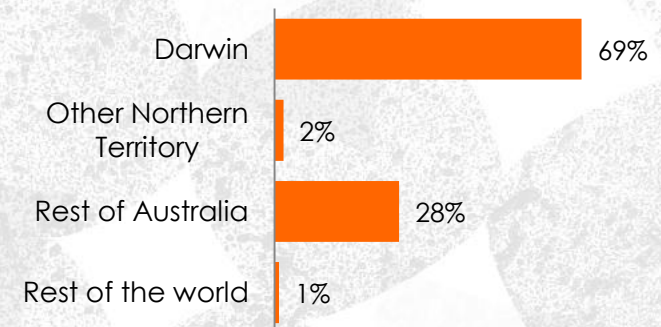
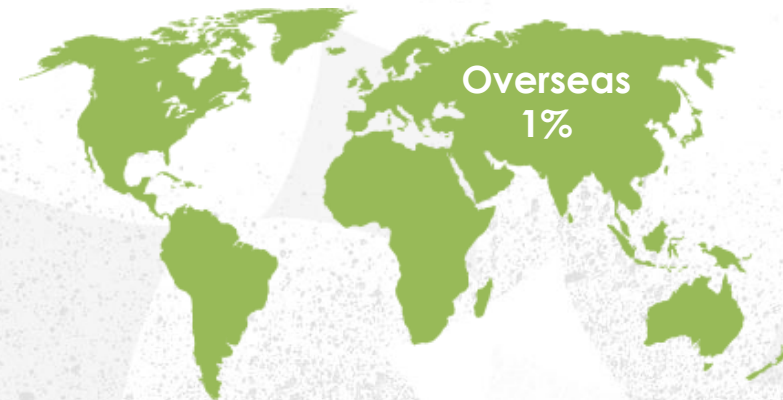
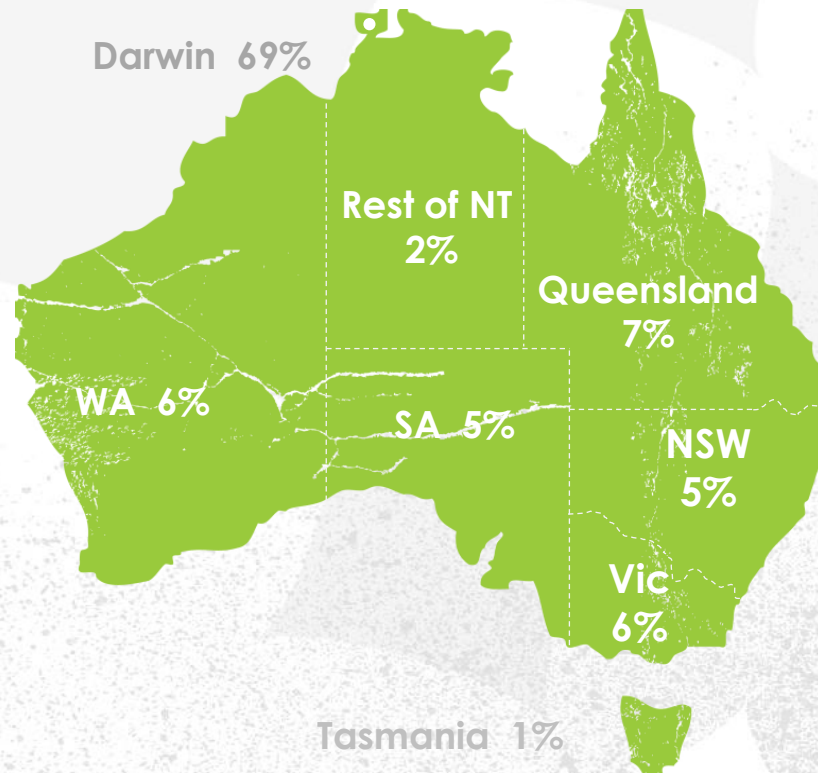
Women: 38%
Men: 62%



▶ Around one third of event visitors were aged 18-34 years, with only 15% aged 55 years and over.

Q2. Gender
Q3. Please look at this card and tell me into which age bracket you fall?
Base: All respondents n=809

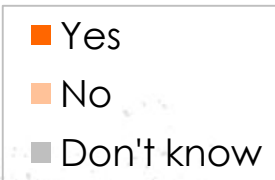
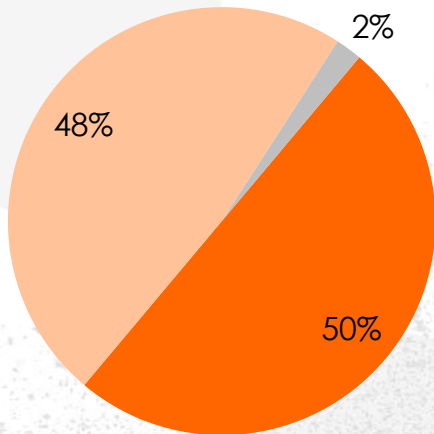
Attendees were predominantly local, with around a third coming from inter/intra state.



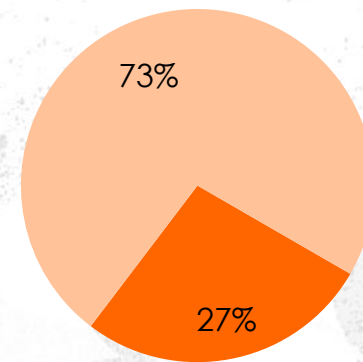
- ▶ More than two thirds of attendees came from the local area, with the majority of the remaining attendees visiting from interstate.

Almost half of out of town visitors would not have visited Darwin had the V8 Supercars event not been held

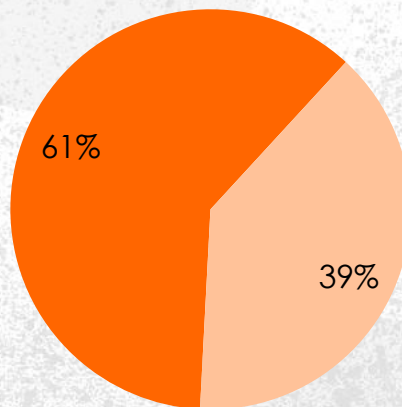
Would have come to Darwin anyway this year?



Extended their stay for the V8 Supercars?



Made additional trip for the V8 Supercars?



Average extra nights* = 6

Average nights = 12.1

Average nights = 6.0

► *The V8 Supercars event prompted many to visit Darwin, and others to extend their stay.*

* Data should be treated with caution due to low sample size (n=23)

Q12. Would you have come to Darwin this year had the V8s not have been held?

Base: Total out of town respondents n=441

Q13. Is this trip an additional visit especially for the V8s?

Base: Total out of town respondents who would visit Darwin even if the V8 Supercars event was not held n=211

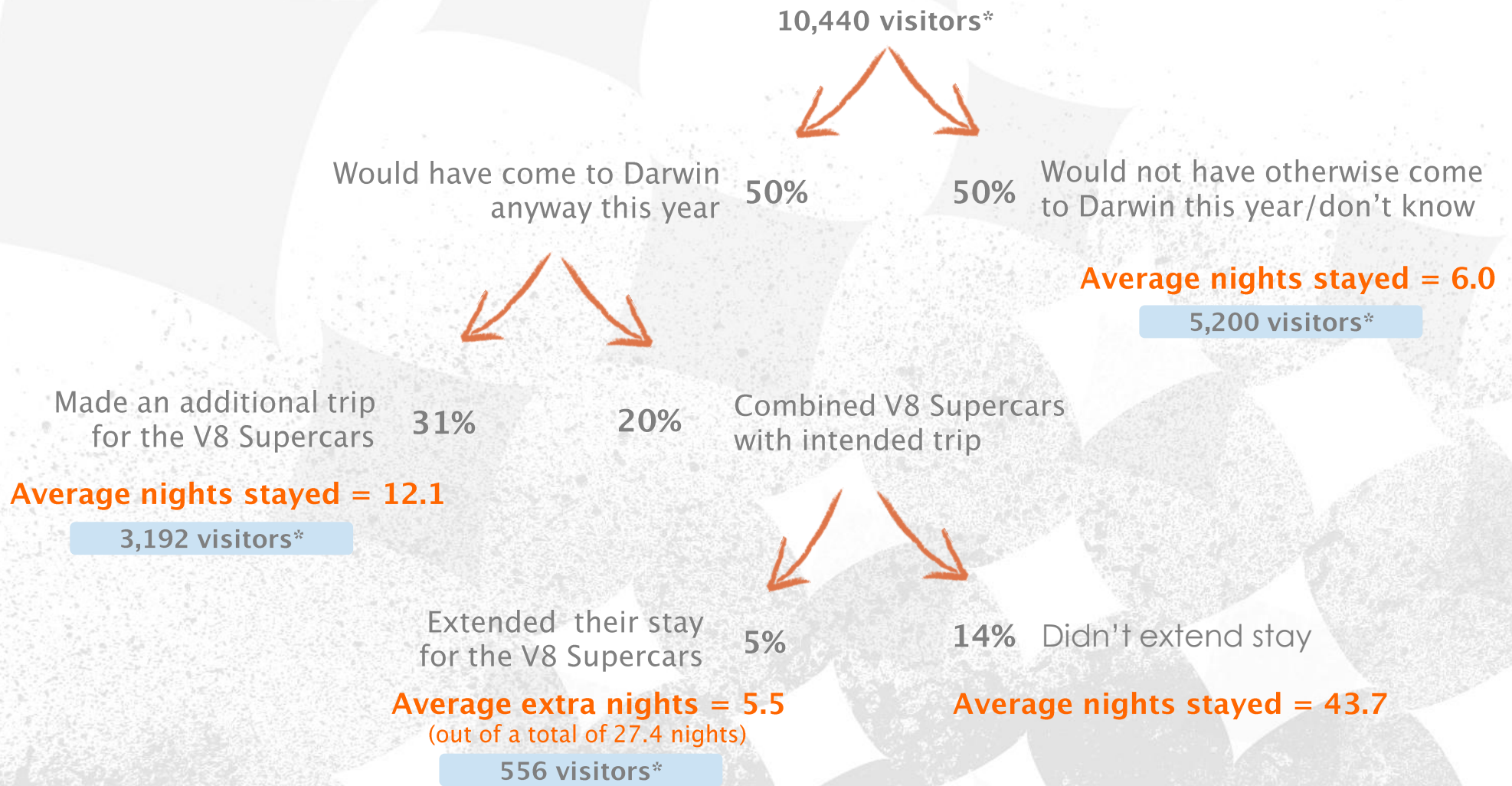
Q14. Since you were coming to Darwin in any case at this time, did you extend your stay because of the V8s?

Base: Total out of town respondents who would have visited Darwin even if the V8 Supercars were held and were not on the trip specifically for the V8 Supercars n=82

Q15. How many more nights did you stay in Darwin for to attend the V8s?

Base: Respondents who extended their stay because of the V8 Supercars n=23

In total, there were 8,948 out of town visitors who either visited Darwin or extended their stay because of the V8 Supercars event



*Based on estimated non-Darwin visitor numbers of 10,440

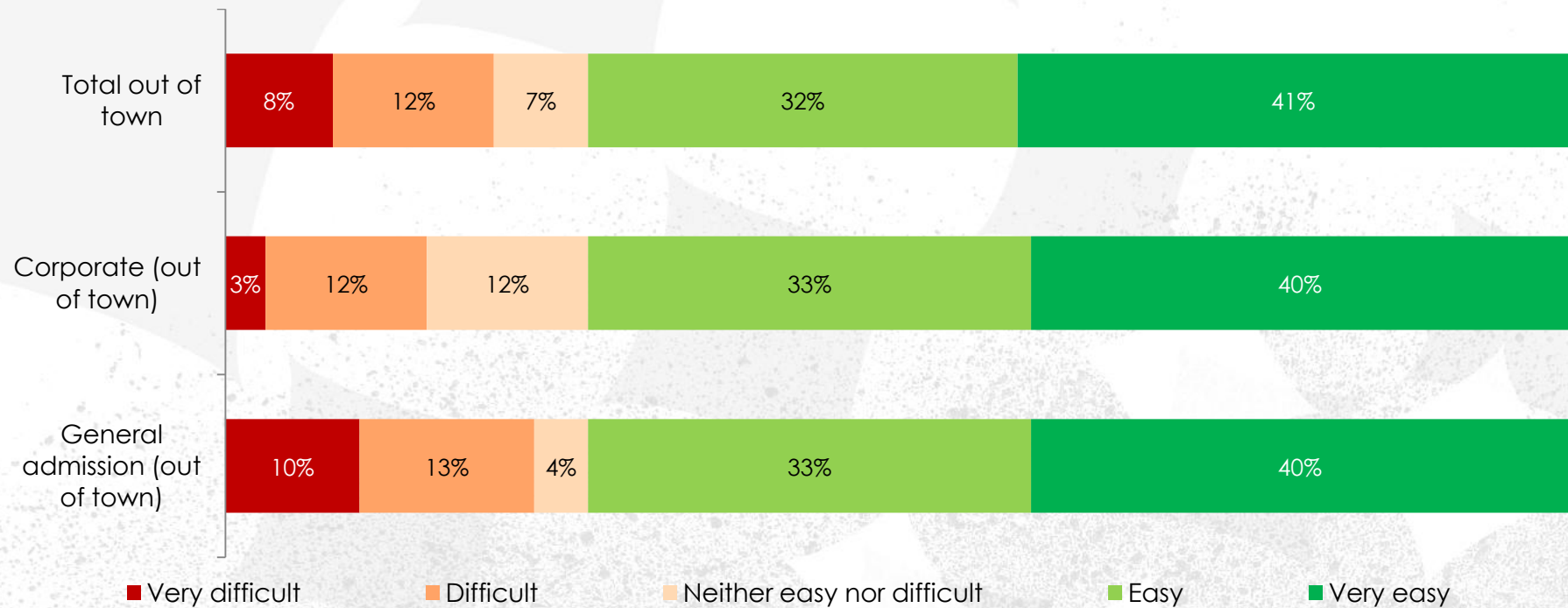
Q12. Would you have come to Darwin this year had the V8s not have been held?

Q13. Is this trip an additional visit especially for the V8s?

Q14. Since you were coming to Darwin in any case at this time, did you extend your stay because of the V8s?

Base: Total out of town respondents n=441

Twenty per cent of out of town visitors found it difficult to get accommodation for their visit

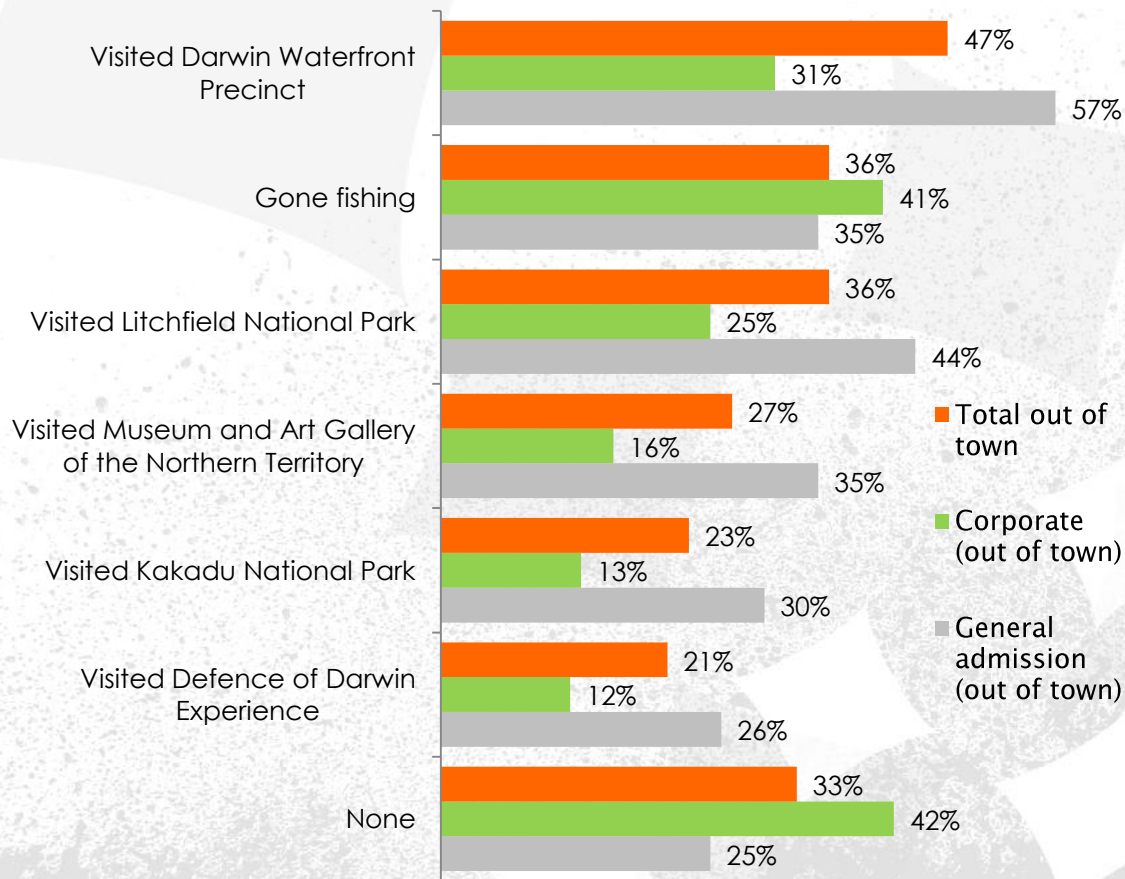


The 15 upscale or upper midscale hotels in Darwin were operating at an occupancy level of around 95% between the 14th-17th June and achieved a revenue of \$2.4m

- ▶ *General admission visitors were significantly more likely to report that it was very difficult to find accommodation than corporate visitors.*

Around a third of out of town visitors undertook a paid tour, with many participating in other activities and visiting attractions

Other activities and local attractions visited/ intend to visit



Undertaking a paid tour during visit to Darwin?



- ▶ The Darwin Waterfront Precinct was the most common attraction visited by out of town attendees.
- ▶ Corporate out of town visitors were less likely to participate in many of the activities/attractions, but equally likely to undertake paid tours.

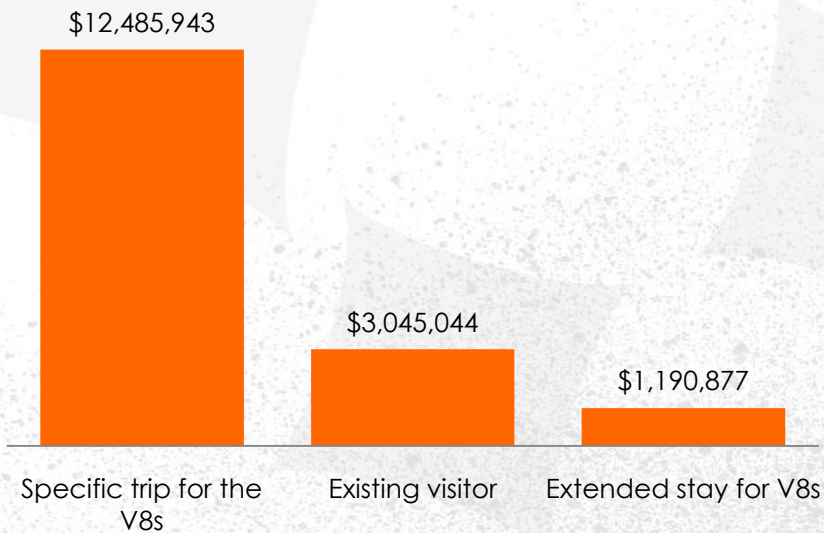
Q11. Thinking about these activities and local attractions, which have you done, or do you intend to do?

Q10. Are you undertaking a paid tour during your visit to Darwin?

Base: Respondents not from Darwin, Total n=441, Corporate n=189, General Admission n=224

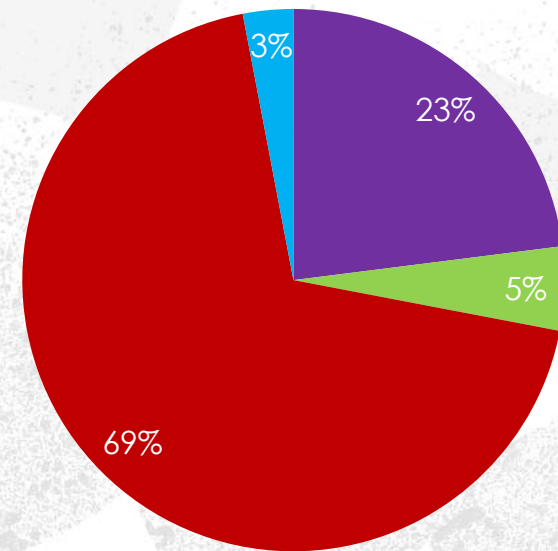
More than two thirds of expenditure came from interstate visitors.

Total spend by out of town visitors: c. \$16,721,862 *



Base: Total out of town respondents n= 441

Spend accounted for by:



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

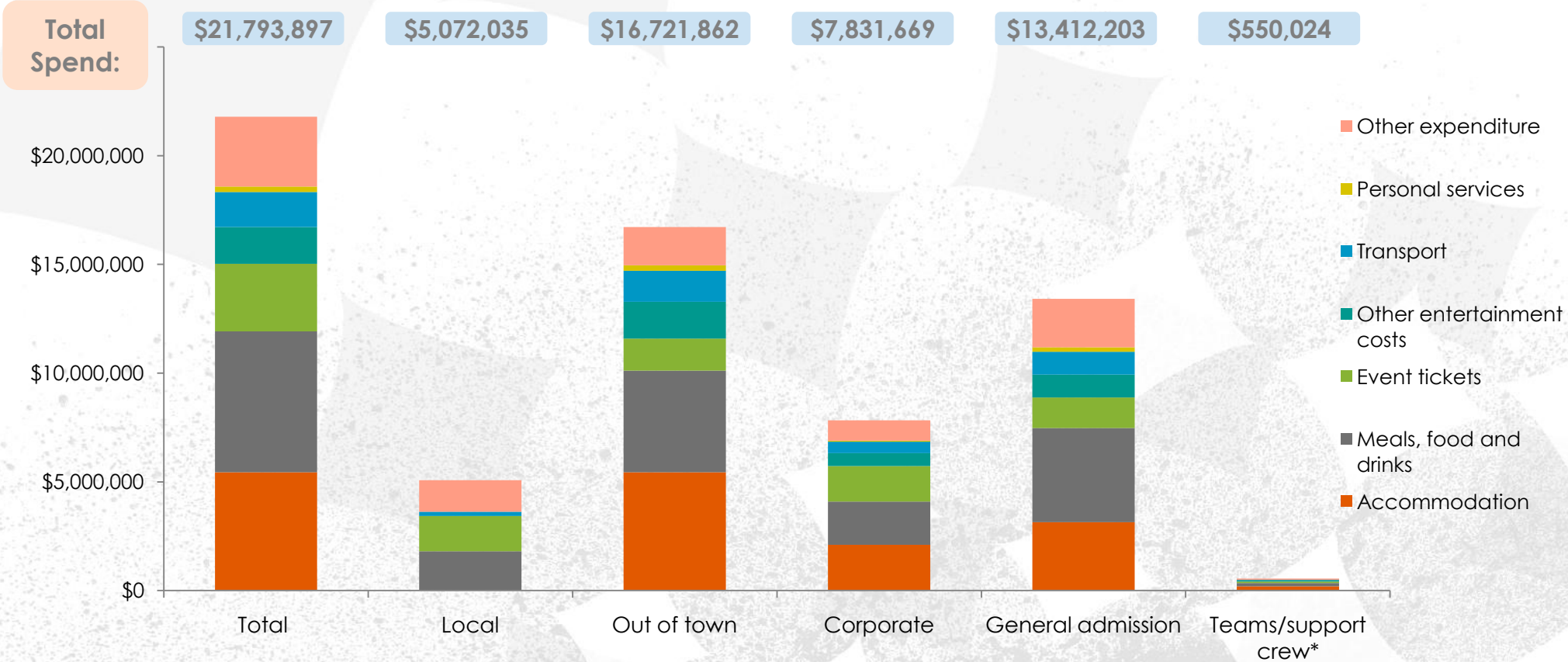
Base: Total respondents, n=809

► The vast majority of the out of town spend was from visitors who made a specific trip for the event.

*Based on Encore-style calculations

Q5. And now please think about your estimated spend in Darwin 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

Spend was driven by out of town visitors

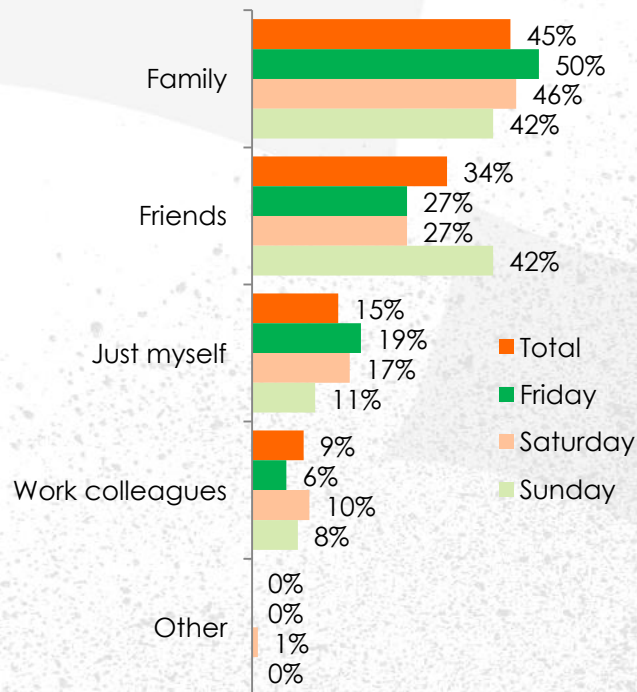


► Meals/food/drink and accommodation accounted for the largest proportions of overall expenditure.

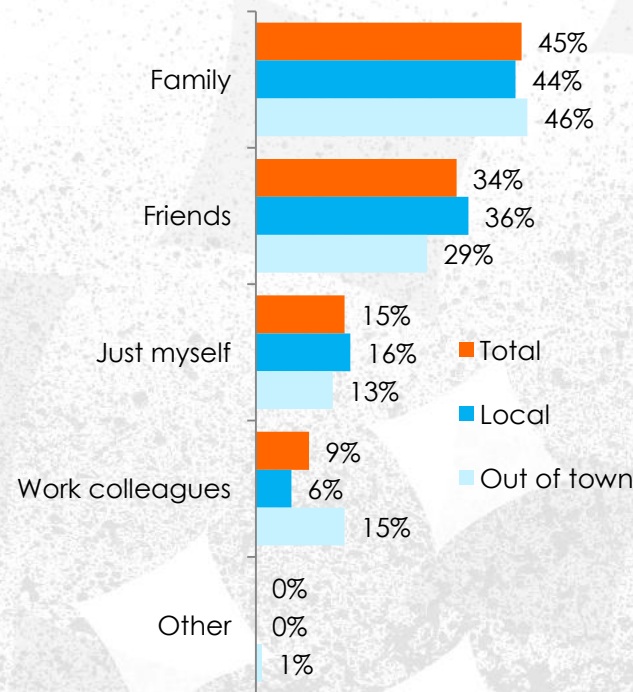
* Data should be treated with caution due to low sample size (n=31)
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 Base: Total respondents n=809, locals n=368, out of town n=441, Corporate n=312, General admission n=466, teams/support crew n=31

The majority of respondents attended the event with family or friends

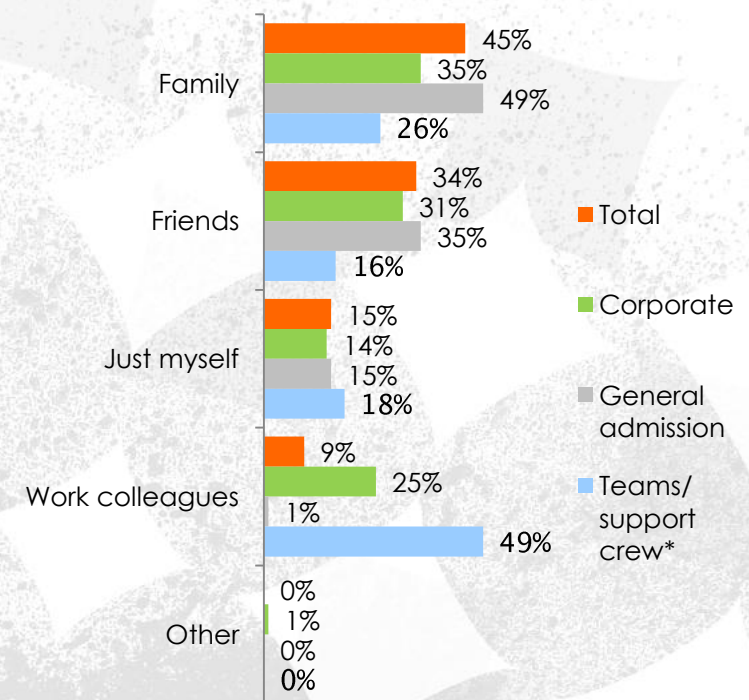
Travel party – by interview day



Travel party – by residence



Travel party – by attendance type

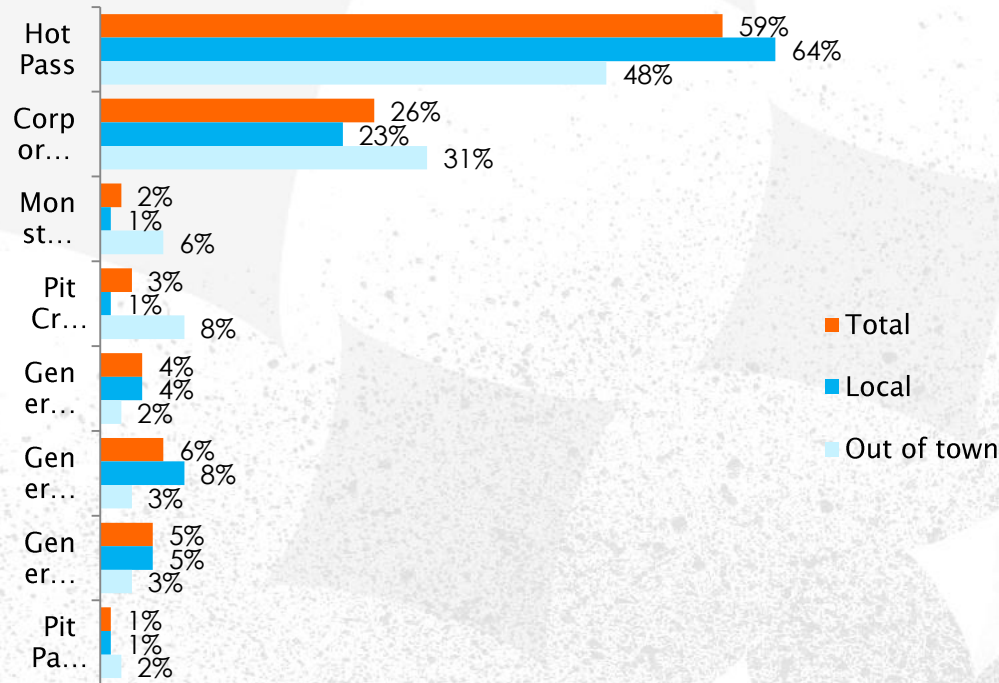


* Data should be treated with caution due to low sample size (n=31)

Q8. Who are you attending with today?

Base: Total respondents n=809, locals n=368, out of town n=441, Friday n=145, Saturday n=316, Sunday n=348, Corporate n=312, General admission n=466, teams/support crew n=31

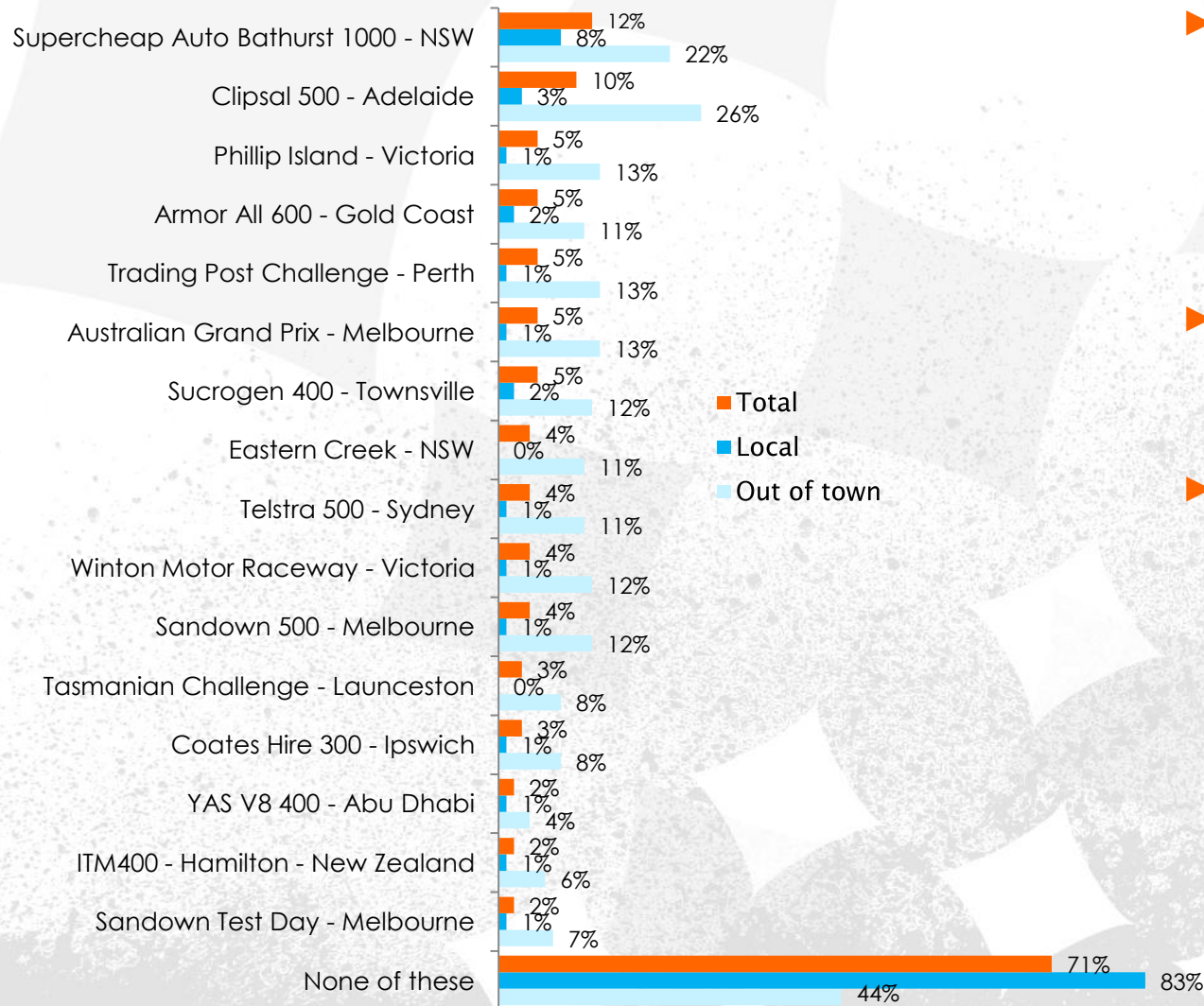
The three day Hot Pass was the most popular ticket type



- ▶ Visitors from out of town were less likely to buy the Hot Pass.
- ▶ The Hot Pass was particularly popular with 18–24 year olds, with 79% of this age group purchasing this type of ticket.

Q4. Which of the following types of ticket do you have/do you intend to buy for the V8s today?
 Base: Total respondents n=809, locals n=368, out of town n=441

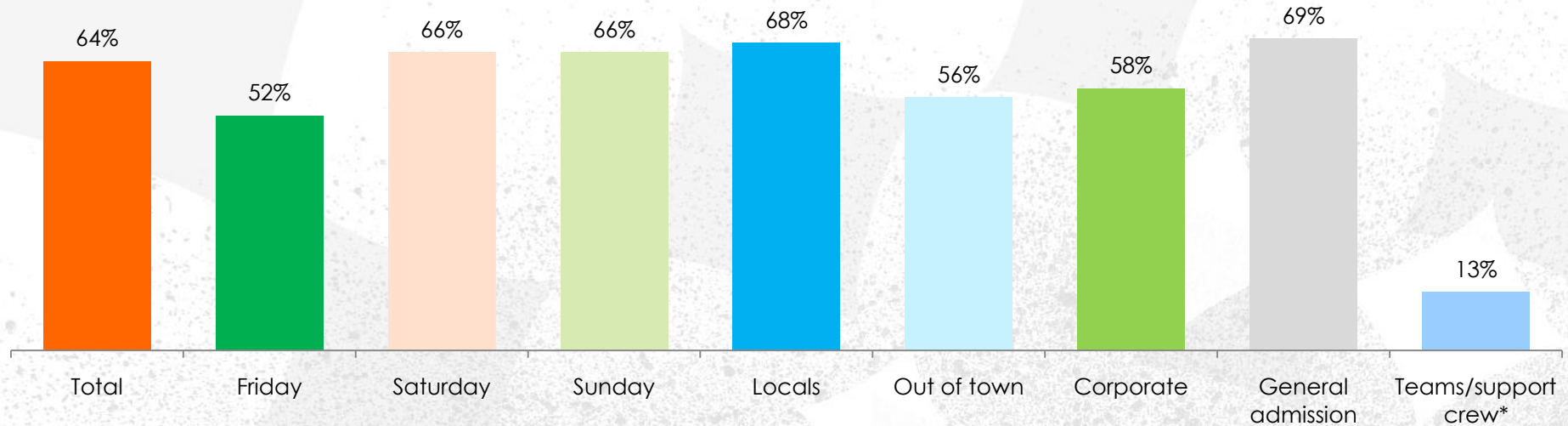
A little over a quarter of respondents have/intend to attend other championship rounds



- ▶ *Not surprisingly, those who had come to the event from out of town were significantly more likely to attend other events (56% vs. 17% of locals), with Bathurst and Adelaide being the most popular.*
- ▶ *Friday attendees were the more die hard fans – 40% were likely to attend at least one other event vs. 29% overall.*
- ▶ *Likelihood of attending other events was also higher amongst males (34% cf. 20% of women), and increased with age.*

Almost two thirds had attended the Race & Rock concert or were intending to

Have been/intend to go to Race & Rock concert



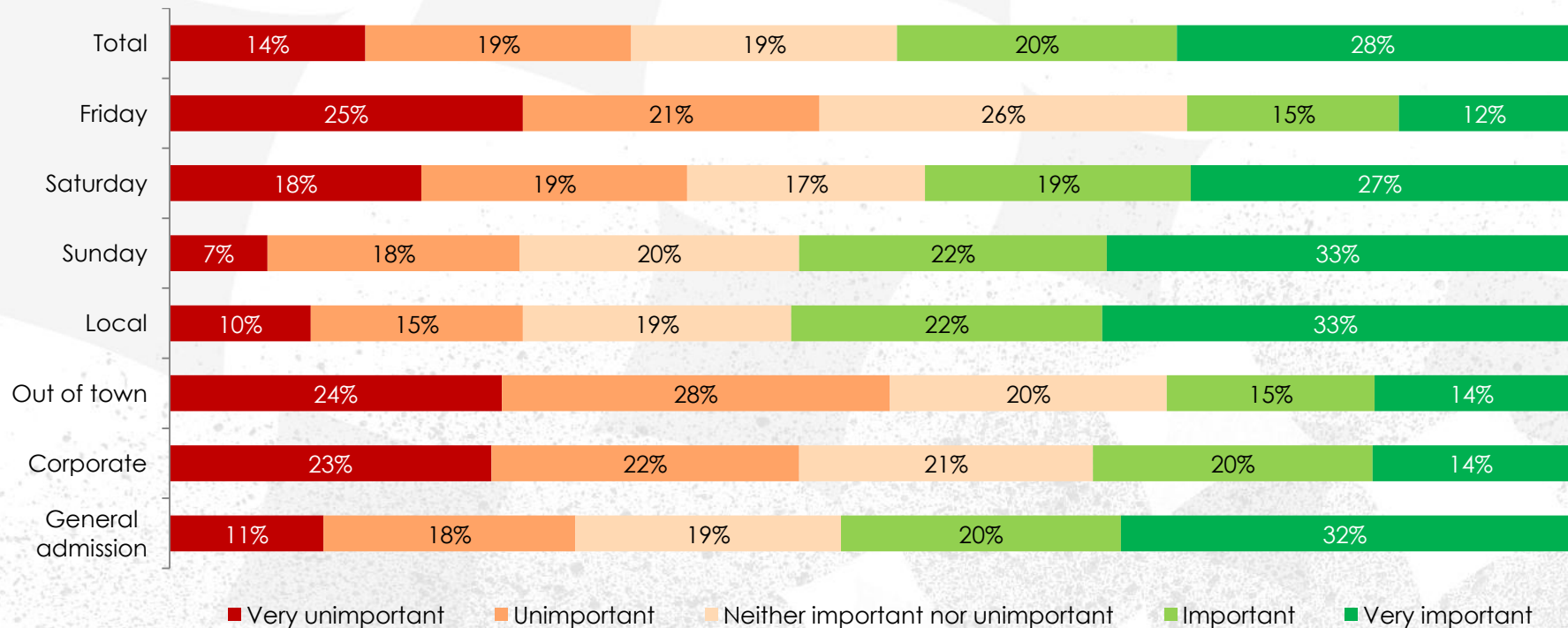
- ▶ *Locals were significantly more likely to attend the concert than those from out of town.*
- ▶ *Attendance was also significantly higher for general admission ticket holders than corporate ticket holders.*
- ▶ *The concert was much more popular among younger people, with 86% of 18–24 year olds likely to attend, compared to around two thirds of 25–54 year olds and only around a third of those aged 55+ years.*

* Data should be treated with caution due to low sample size (n=31)

Q16. Have you attended or do you intend to attend the Race & Rock concert this weekend?

Base: Total respondents n=809, locals n=368, out of town n=441, Friday n=145, Saturday n=316, Sunday n=348, Corporate n=312, General admission n=466, teams/support crew n=31

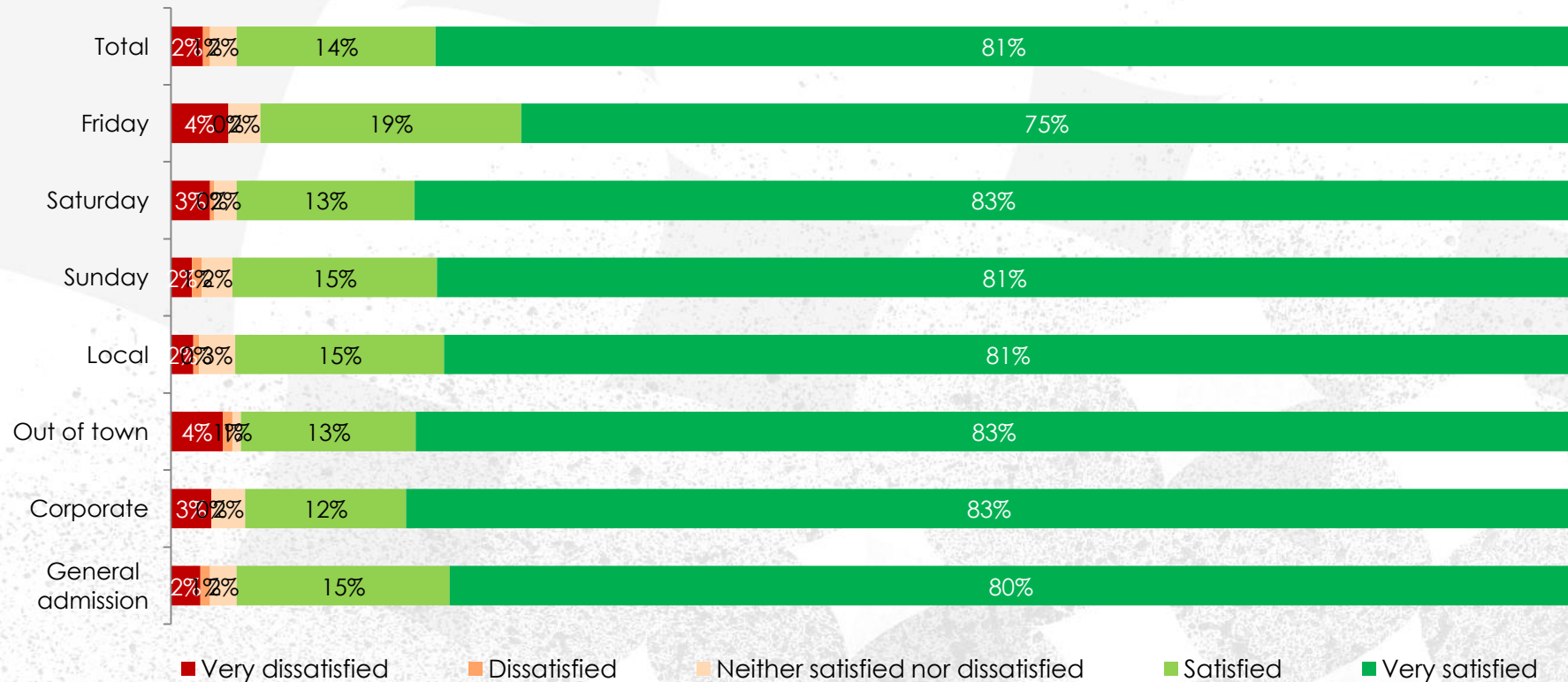
Almost half of attendees reported that the Race & Rock concert was an important factor in their decision to attend the event



- ▶ However, the Race & Rock concert was only an important factor for 29% of out of town visitors.
- ▶ The concert was a more important factor in the decision of Saturday and Sunday attendees, locals, and those with general admission tickets.
- ▶ The concert was also more important for women (68% considering it important cf. 51% of men), and it's importance decreased with age.

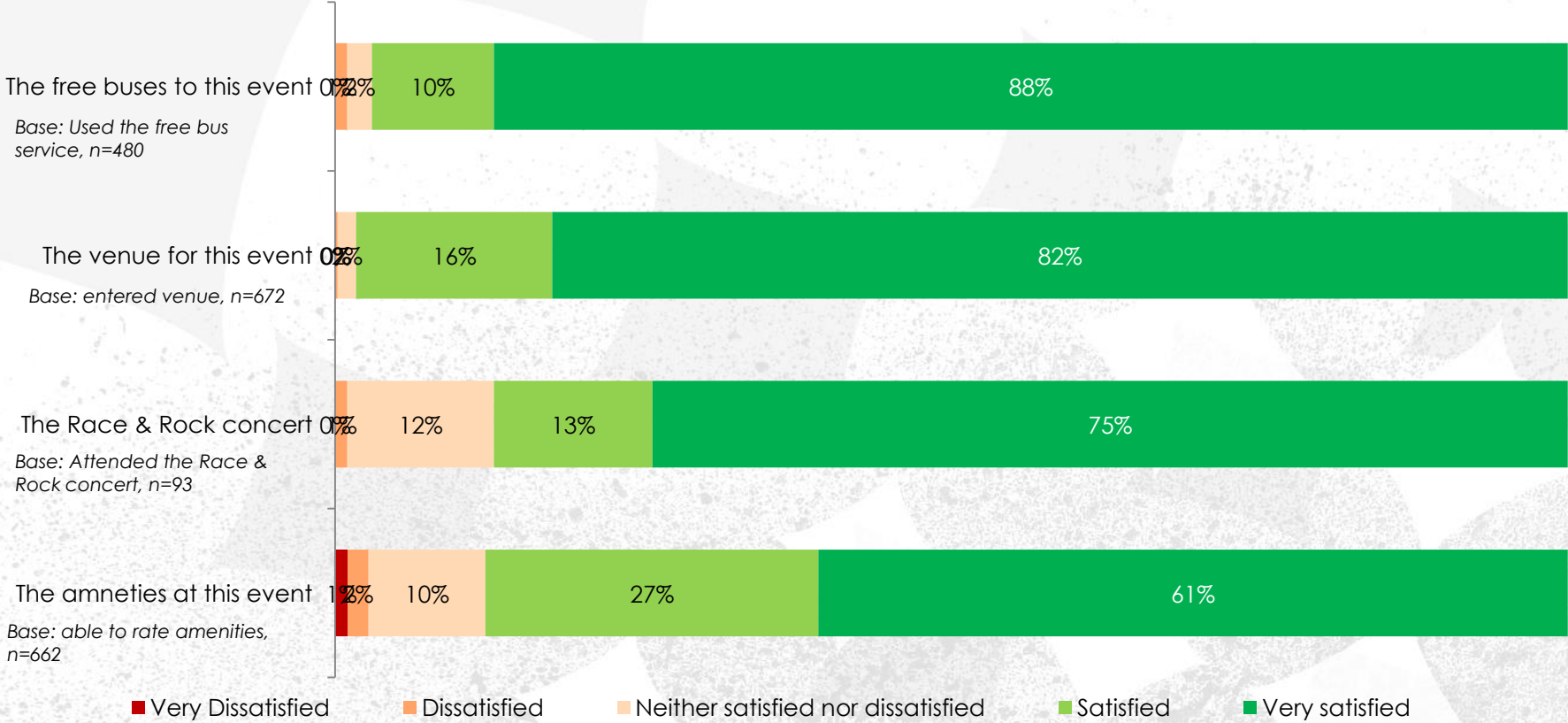
Q17. How important was the Race & Rock concert in your decision to attend the V8s? Please use a scale of 1 to 5 where 1 is very unimportant, the racing was my main reason for attending, and 5 is very important, the concert was my main reason for attending.
 Base: Total respondents n=809, locals n=368, out of town n=441, Friday n=145, Saturday n=316, Sunday n=348, Corporate n=312, General admission n=466

Overall satisfaction with the event was extremely high



- ▶ *More than eight in ten respondents were very satisfied with the event overall.*
- ▶ *Satisfaction tended to be slightly lower for Friday attendees.*
- ▶ *Only a very small proportion rated themselves as being dissatisfied.*

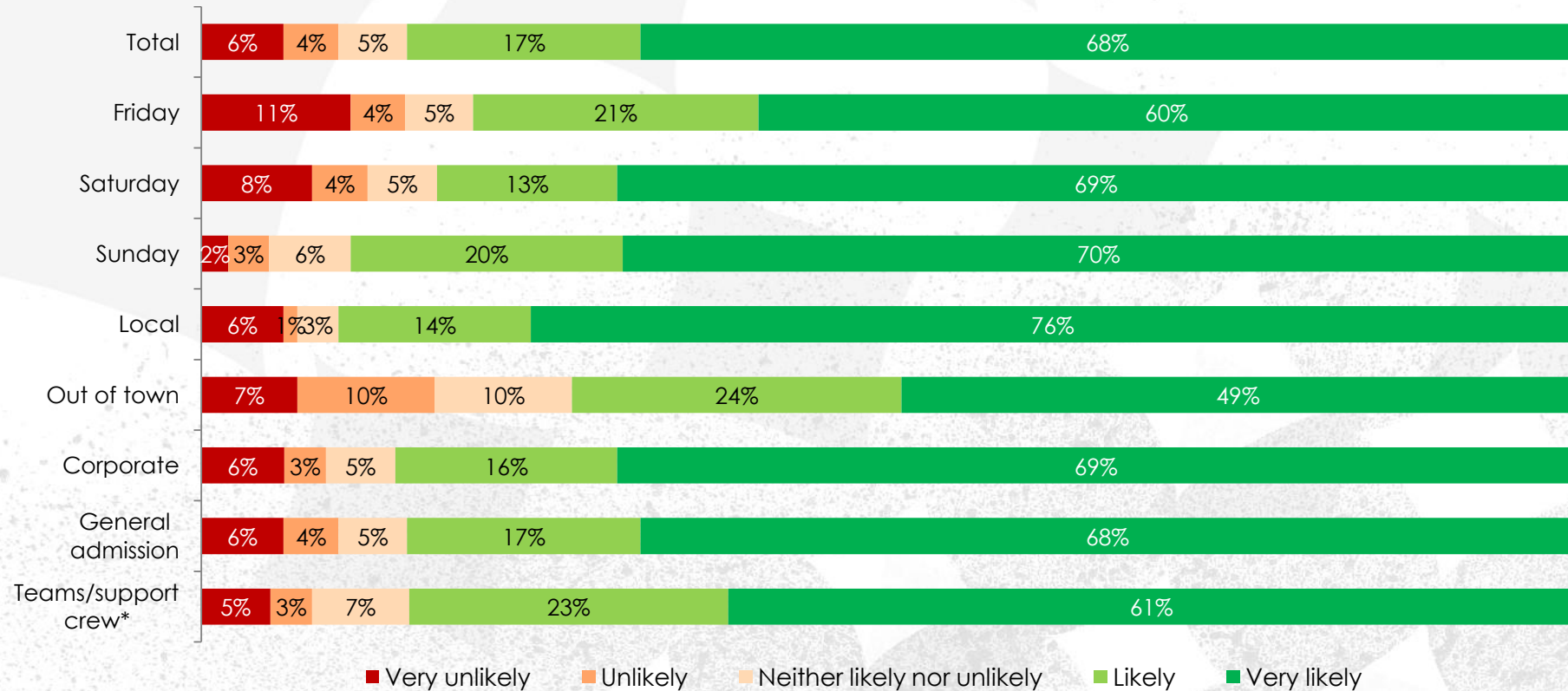
Satisfaction was high across all areas of the event



► While there were very few dissatisfied attendees, the free buses and venue recorded higher levels of satisfaction than the race and rock concert and the amenities.

Q21. On a scale of 1 to 5, where 1 means very dissatisfied and 5 means very satisfied, how satisfied were you with...

A large proportion of attendees are likely to attend the event next year



- ▶ While locals are more likely to attend next year's event, a large proportion of out of town attendees are likely to come back.
- ▶ Likelihood of attending next year was significantly higher for 18–44 year olds than those aged 45 years and over (89% likely to attend cf. 79%)

* Data should be treated with caution due to low sample size (n=31)

Q23. On a scale of 1 to 5, where 1 means very unlikely and 5 means very likely, how likely are you to attend the V8s next year?
 Base: Total respondents n=809, locals n=368, out of town n=441, Friday n=145, Saturday n=316, Sunday n=348, Corporate n=312, General admission n=446, teams/support crew n=31

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O P E N M I N D

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