Dorset Arts Week Project 2008

Report- October, 2008

Prepared by the mrg, on behalf of Dorset Art Weeks

www.themrg.com

1. Contents

1. Introduction

Dorset Art Weeks is the biggest rural open exhibition event in the UK, and aims to promote the work of all artists and makers living and/or working in the county of Dorset.

Since its inauguration in 1992, the festival has grown from 45 venues with 174 exhibiting artists, to 330 venues with over 800 named artists. Previous analysis has suggested that Dorset Art Weeks is a successful and sustainable event, with an extremely strong visitor core, of whom around a third come from outside of the County, and almost all have a high propensity for return visits. The initial study was undertaken in 2004; this study builds on that.

On the recommendation of the Dorset Arts Advisory Group, Dorset's Local and County Authorities have recognised the need for a comprehensive study to assess the impact of the annual Dorset Art Weeks on the County's economy. This is an area that has received little previous evaluation, despite its obvious potential for attracting extra revenue to the County.

2. Research Aim

The broad aim of the research was to evaluate the visitor experience of Dorset Art Weeks and in so doing consider which parts of the event were truly successful and which could be improved in future years and provide a comprehensive measure of the economic impact of the Dorset Art Weeks in order to build on the monitoring exercises previously conducted.

3. Research Objectives

- To evaluate the visitor experience and allow it to be improved for future events.
- To provide an indication of the Art Weeks' importance to the economy of the County and Districts of Dorset.
- To assess the impact of the festival on local businesses and tourism providers.
- To suggest the generation of visitor expenditure, resulting from Local and County Authority contributions to the Arts.
- To gauge an accurate profile of visitors to the Dorset Art Weeks festival, and the effectiveness of current promotional activity.
- To measure the number of potential repeat visits to the County as a result of the Dorset Art Weeks.
- To enable comparative performance benchmarking for any subsequent projects, in order to identify trends throughout the future development of the festival.
- To build on previous studies conducted.

4. Research Method

A 2 page questionnaire was designed by **mrg** for the DAW survey. 3000 copies of the questionnaire were printed and then distributed to studios and circulated to visitors. Respondents take the questionnaire with them, fill it in at their leisure and then post it to **mrg** in the freepost envelope provided.

Further to this 120 face-to-face interviews were also carried out. These acted as control group against which the main body of the data was tested.

414 self completed questionnaires were returned, a response rate of 14%

5. Key findings

Key findings

- The vast majority of respondents were white (96%). They did not suffer from a disability (90%), they were mainly from Dorset County (73%) and they were aged 45-65+ years old. The majority of respondents were day visitors (81%) and used their own motorised transport to visit the exhibitions (80%).

- A large proportion have had some kind of involvement in art by visiting art galleries regularly (82%) or by having attended three or more creative, theatrical, artistic or musical events in the last 12 months (81%).

- Nearly three quarters of respondents had visited DAW in 2006 (73%).

- For the majority of respondents the main motivation to visit was to view the art on exhibition (89%).

- For over a third of respondents (35%) the sole reason for the trip was to visit DAW. This figure is lower than 2006 (55%).

- Three quarters of respondents thought that the brochure design was excellent or good (76% in 2008/ 95% in 2006) and that the brochure ease of use was excellent or good (75% in 2008/ 89% in 2006). Over three quarters thought that the brochure information was excellent or good (82% in 2008/92% in 2006). Over half of respondents thought that the ease of obtaining a brochure was excellent or good (54% in 2008/ 81% in 2006). Around two thirds thought that the road signs were excellent or good (68% in 2006/ 80% in 2006). Two thirds of the respondents did not use the website (63% in 2008/ 68% in 2006).

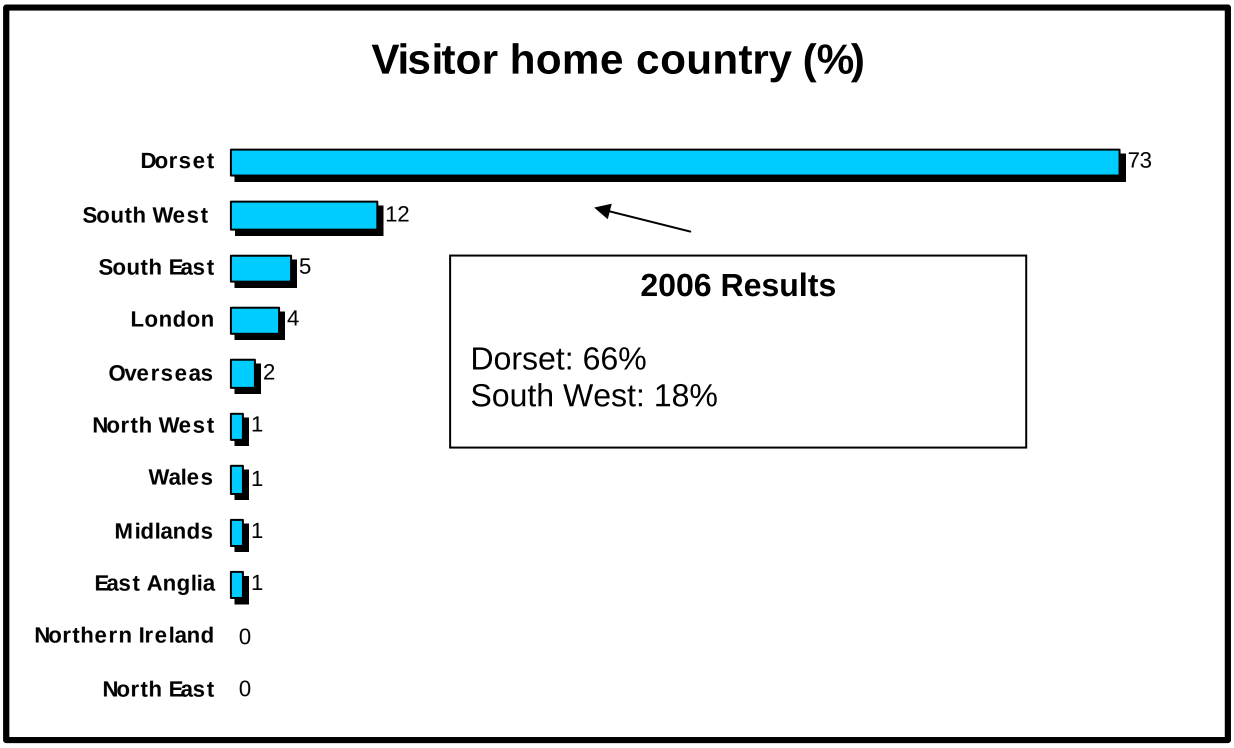
- Almost all respondents (93%) were likely or very likely to visit DAW 2010 and to recommend DAW to others (95%). Three quarters of respondents (75%) replied that they were very likely or likely to visit DAW annually, if it occurred annually.

- A large proportion (81%) would be interested in visiting studios outside of DAW.

6. Research Findings

6.1. Characteristics of the respondents

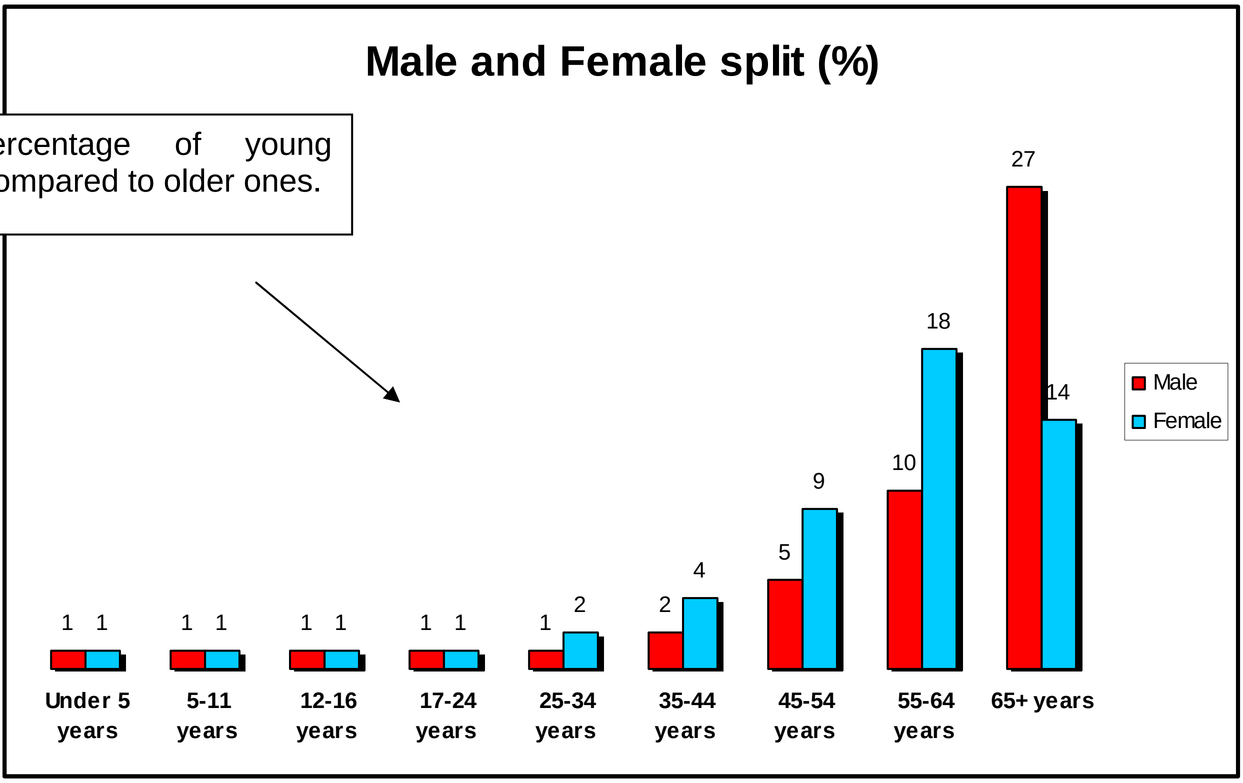
The vast majority of respondents were white (96%). They did not suffer from a disability (90%) and they were mainly from Dorset (73%) the South West (12%) or South East (5%). These results are similar to the results of 2006.



The majority of respondents were aged between 45-65+ years old. This result is similar to 2006 although more male respondents 65+ years old visited in 2008 (27%) compared to 2006 (11%).

Just 17% of respondents were aged 5-44 years old. Should the DAW wish to generate more visits from younger respondents it should communicate the event accordingly to this target market. Furthermore it is also recommended that some further questions should be added to the questionnaire of DAW 2010 in order to analyze the motives and expectations of the younger visitors (why do they visit, what do they expect, what do they like, what would make them visit more?).

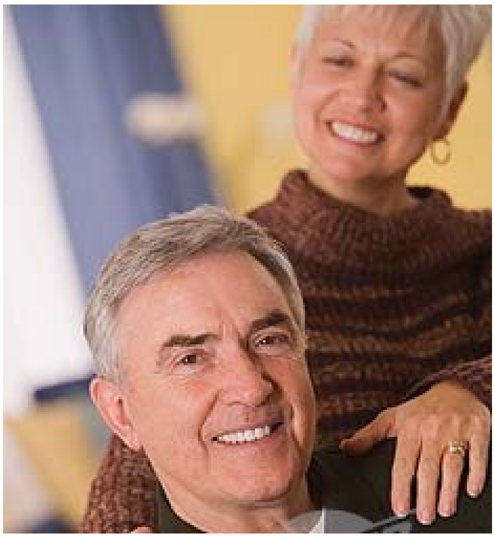
Low percentage of young visitors compared to older ones.



Profile of the average DAW visitors

White

Male or female 55-65+ years old



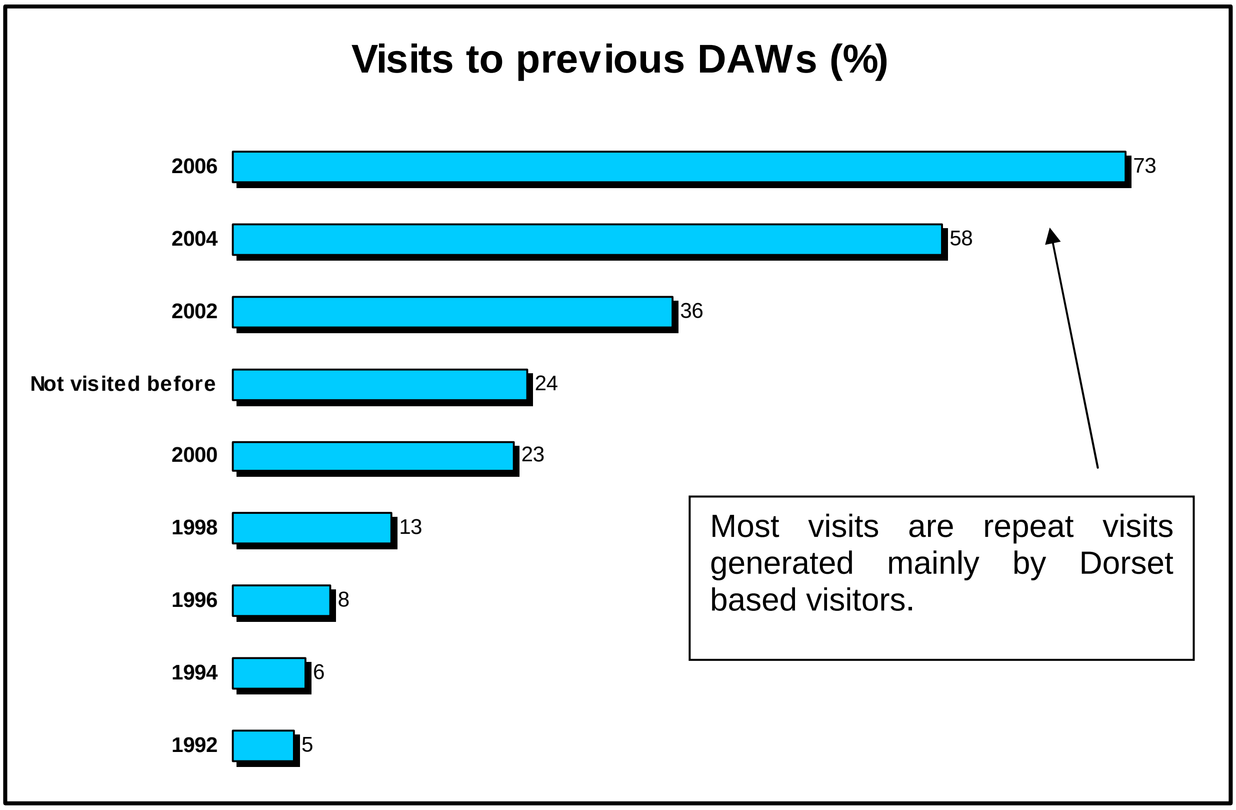
Based in Dorset

6.2. Previous Experiences

6.2.1. Visits to previous DAW

Nearly three quarters of respondents had visited DAW in 2006 (73%) and over half had visited DAW in 2005 (58%). Therefore most DAW 2008 visits were repeat visits.

More Dorset based respondents have visited previous DAW (61% on average) compared to non Dorset residents (42% on average). Consequently a larger percentage of non Dorset visitors replied that it was their first visit to DAW (40%) compared to Dorset visitors (18%).

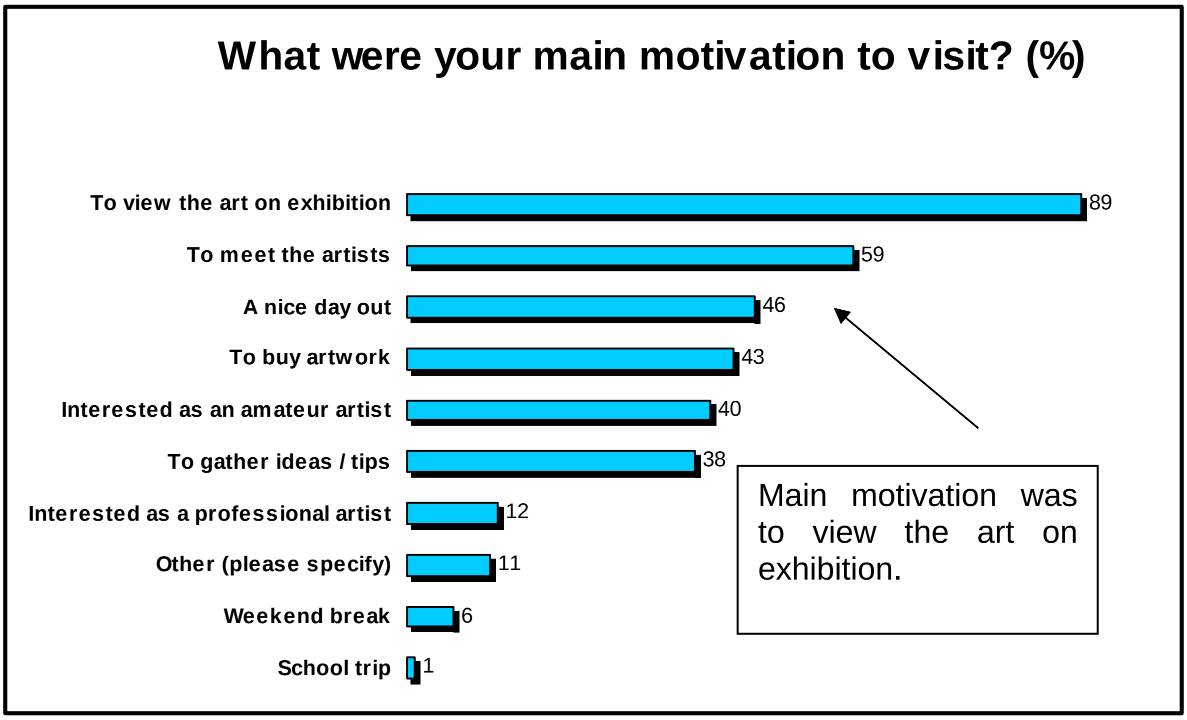


6.2.2. Previous experience of Art Exhibitions

The majority of respondents have had some kind of involvement in art by visiting art galleries regularly (82%).
Under half have visited Art Weeks in other areas (47%). Not surprisingly a larger percentage of non Dorset residents have visited Art Weeks in other areas (58%) compared to Dorset residents (41%).
Few answered that it was their first visit to an art exhibition (8%).

6.2.3. Main motivations to visit

For the majority of respondents the main motivation to visit was to view the art on exhibition (89%). For over half of respondents their main motivation was to meet the artists (59%) and for a little under a half it was to have a nice day out (46%), to buy artwork (43%) or because of interest as an amateur artist (40%).

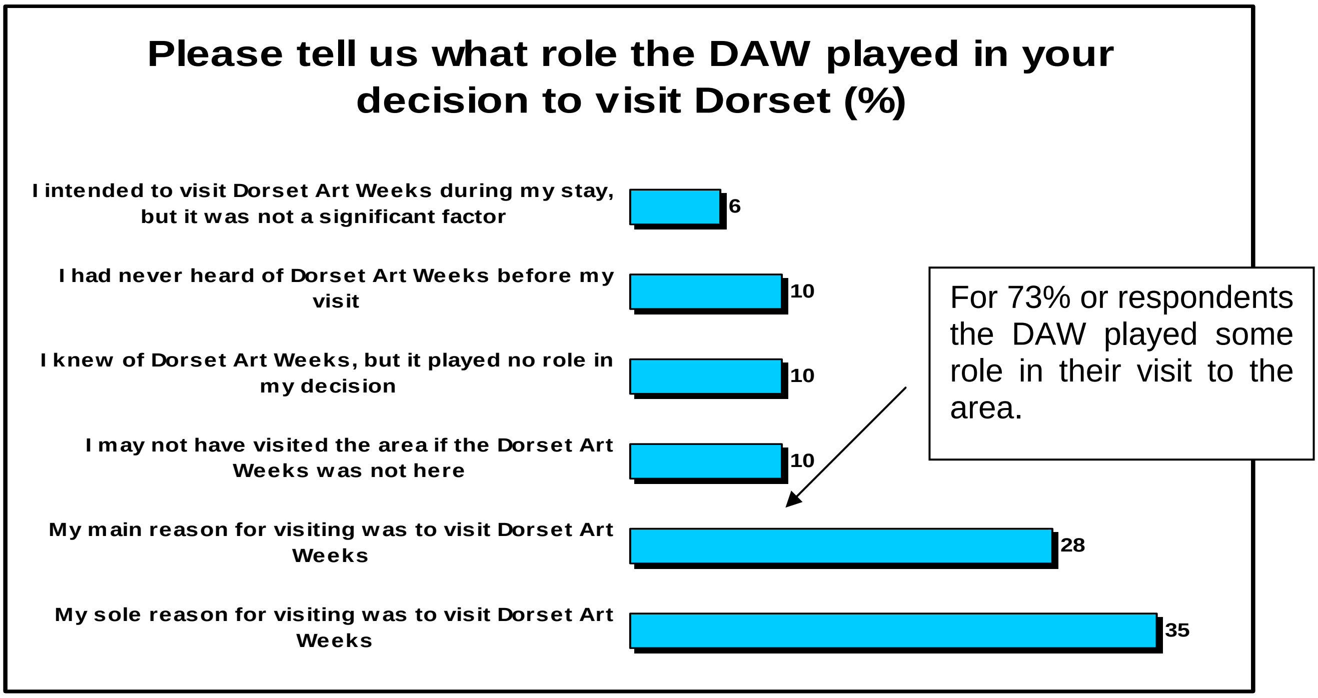


For respondents that regularly visit galleries and have visited Art Weeks in other areas the main motivation to visit was to view the art on exhibition. For respondents that visited for the first time that was also the main motivation, although the percentage is lower compared to the two other groups. First time visitors were more likely to be on a weekend break or a school trip compared to people that regularly visit galleries or have visited Art Weeks in other areas. However, because of the small sample of this group these results should be interpreted with caution.

	First visit%	Regularly visit galleries%	Have visited art weeks in other areas%
To view the art on exhibition	69	92	93
Meet the artists	39	61	72
Gather ideas/ tips	28	40	44
Buy artwork	25	45	48
Interested as an amateur artist	19	43	46
Interested as a professional artist	14	14	15
School trip	8	1	0
A nice day out	31	47	49
Weekend break	14	6	6

6.2.4. The role that Dorset Arts Week played in visiting the area

For over a third of respondents (35%) the sole reason for visiting Dorset was to visit DAW. This figure is lower than 2006 (55%). Around a quarter answered that DAW was the main reason for visiting the area (28%).

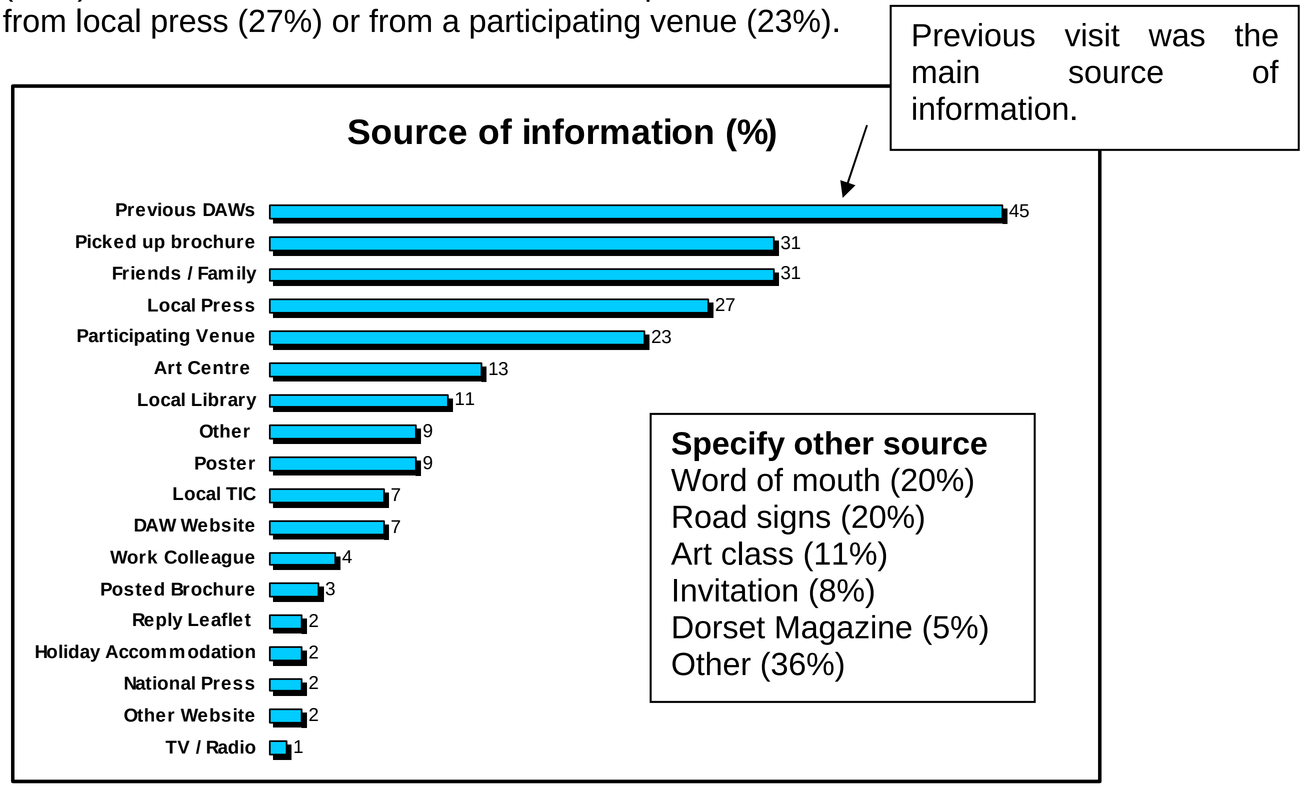


Generally 73% of respondents answered that DAW played some role in their visit in the area whereas for 26% the DAW played no role in their visit. No major differences between Dorset and non Dorset residents were observed in relation to this question.

6.3. Evaluation of DAW communication strategy

6.3.1. Source of information

Under half of respondents know about the DAW because of their previous visits (45%). This is the most popular source of information and is in line with the results showing that most visits are repeat visits.
The brochure and friends and family were cited by a third of respondents (31%) as a source of information. Around a quarter found out about the DAW from local press (27%) or from a participating venue (23%).



Results are similar to 2006. The only differences worth noting are that the percentage of people using previous visits as a source of information was lower in 2006 (36%). Also more people picked up a brochure in 2008 (31%) compared to 2006 (15%). Lastly, reply leaflets from DAW promotional material and posted brochures ranked higher as sources of information in 2006 (15% and 22% respectively) compared to 2008 (2% and 3% respectively).

	2006%	2008%
Previous visit	36	45
Picked up a brochure	15	31
Reply leaflet	15	2
Posted Brochure	22	3

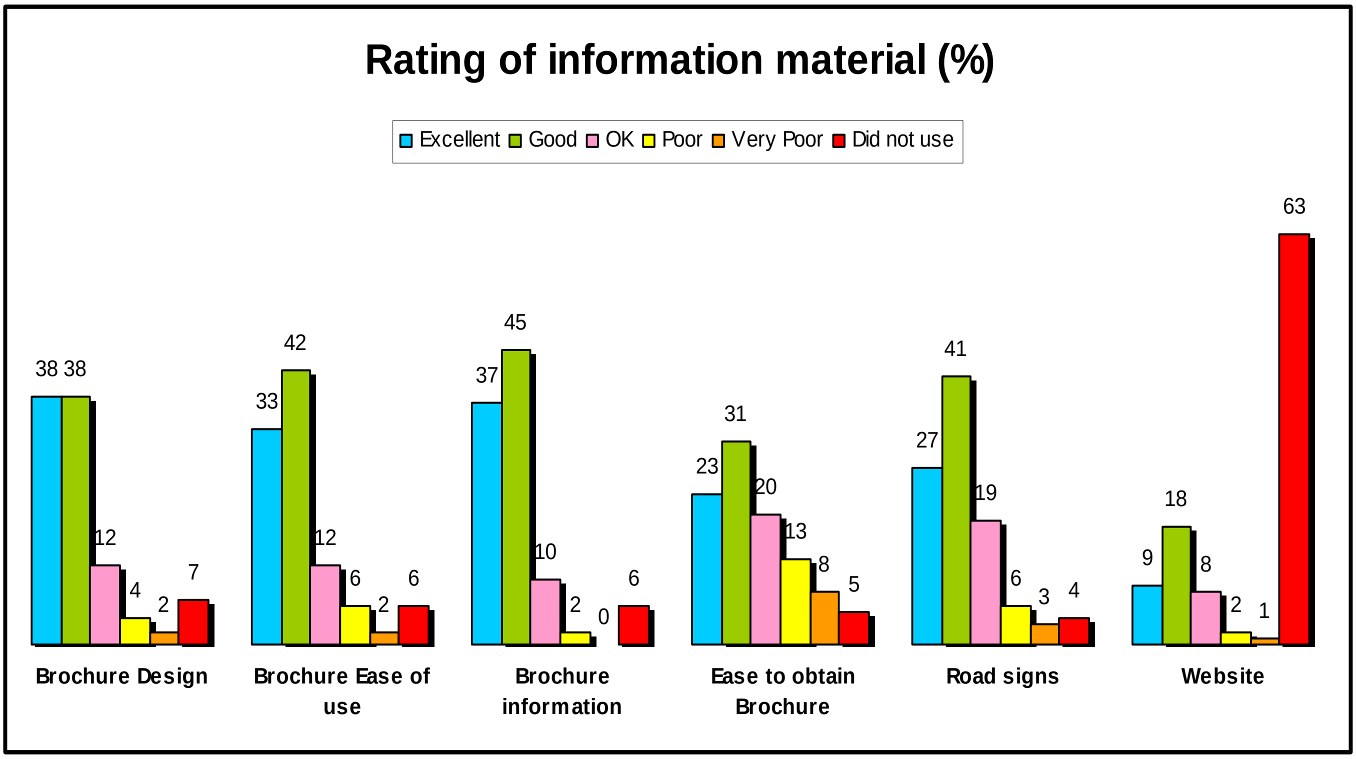
6.3.2. Rating of information material

Brochure design: Three quarters of respondents (76%) thought that the brochure design was excellent or good (95% in 2006). Around a tenth thought it was OK (12%) or poor/ very poor (9%).

Brochure ease of use: Three quarters of respondents (75%) thought that the brochure ease of use was excellent or good (89% in 2006). Around a tenth thought it was OK (12%) or poor/ very poor (8%).

Brochure information: Over three quarters of respondents (82%) thought that the brochure information was excellent or good (92% in 2006). A tenth thought it was OK (10%) and few that it was poor/ very poor (6%).

Ease to obtain a brochure: Over half of respondents (54%) thought that the ease to obtain a brochure was excellent or good (81% in 2006). A fifth thought it was OK (20%) and around a tenth thought that it was poor/ very poor (13%).



Note: When asked where they acquired the brochure (open ended Q1) respondents gave the following answers:

Location	%	With Dorset Magazine	5
TIC	19	Museum or Castle	1
Library	19	By post	1
Artist or venue	14	Newton Minster Exchange	1
Gallery	8	Walford Mill	1
Shop (book, farm, café, local)	6	Accommodation	1
Art club or centre	6	Church	1
From a friend	4	Other	13

When respondents answered this question 5 noted a difficulty obtaining a brochure. This indeed has been noted in other open ended questions, together with the fact that they preferred the old size of the brochure because it was easier to carry around.

Road signs: Around two thirds of respondents (68%) thought that the road signs were excellent or good (80% in 2006).

Website: Two thirds of the respondents (63%) did not use the website (68% in 2006). From those that did around a quarter (27%) answered that it was excellent or good and under a tenth answered that it was ok (8%). Very few thought that it was poor or very poor (3%).

Open ended comments regarding the website:

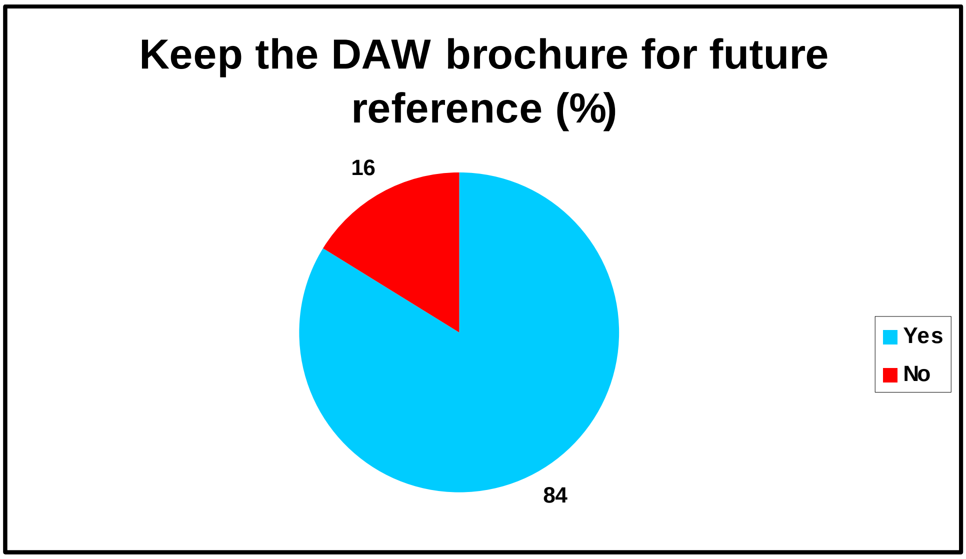
Open ended comments regarding the website	**%**
Preferred the old smaller brochure, this year far too big	27
Maps should be easier to read and with numbers that are clickable on the website	18
More signs on the roads	11
Did not like the brochure cover	5
The font in the brochure is too small and hard to read with the other colours	5
More brochures to be available in some way (e.g. include a PDF format in the website)	4
Opening hours should be more visible	2
Search option not good	1
Should be able to download brochure on PDF	6
Other	21

Based on the open ended comments and the fact that the percentages of peoples' evaluations on the brochure have slightly decreased since 2006, it is recommended that the brochure design and size should be re-evaluated. It seems that the older size and design of brochure was more popular and user friendly. The amount of the brochures available to the public should also be considered as quite a few people mentioned that they had trouble getting hold of one. Lastly a PDF version could be incorporated into the website for people that have access to the internet.
An area that should be further investigated is the low website usage. It is recommended that an additional question should be incorporated in the 2010 questionnaire to investigate why not many people access the DAW website.

6.4. Future intentions

6.4.1. Guide for future reference

The vast majority of respondents would keep the DAW guide for future reference (84%). Around a fifth said that they wouldn't (16%).



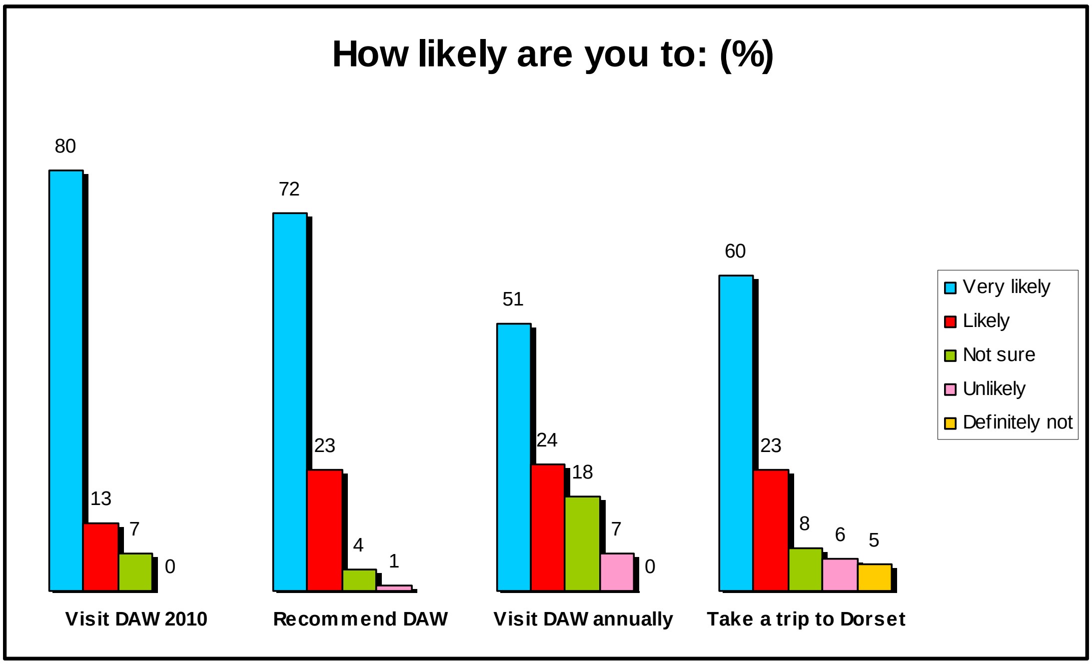
6.4.2. How likely are you to?

Visit DAW 2010: Almost all respondents (93%) were likely or very likely to visit DAW 2010. Few answered that they are not very sure (7%) and none that they are unlikely to visit or that they would definitely not visit.

Recommend the DAW to others: Almost all respondents (95%) are likely or very likely to recommend the DAW to others.

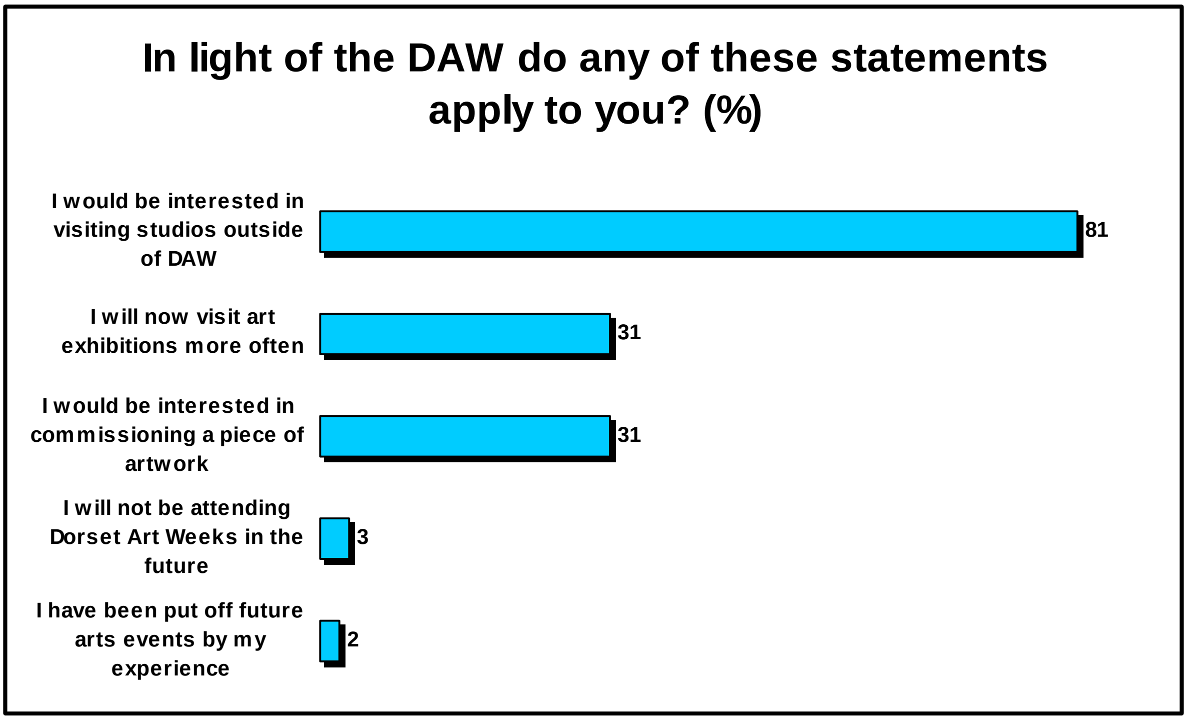
Visit DAW annually: Three quarters of respondents (75%) replied that they were very likely of likely to visit DAW annually. Around a fifth answered that they are not sure (18%).

Take a future (unrelated) trip to Dorset: A large proportion replied that they were very likely or likely to take a future (unrelated) trip to Dorset (83%).



6.4.3. In light of the DAW do any of these statements apply to you?

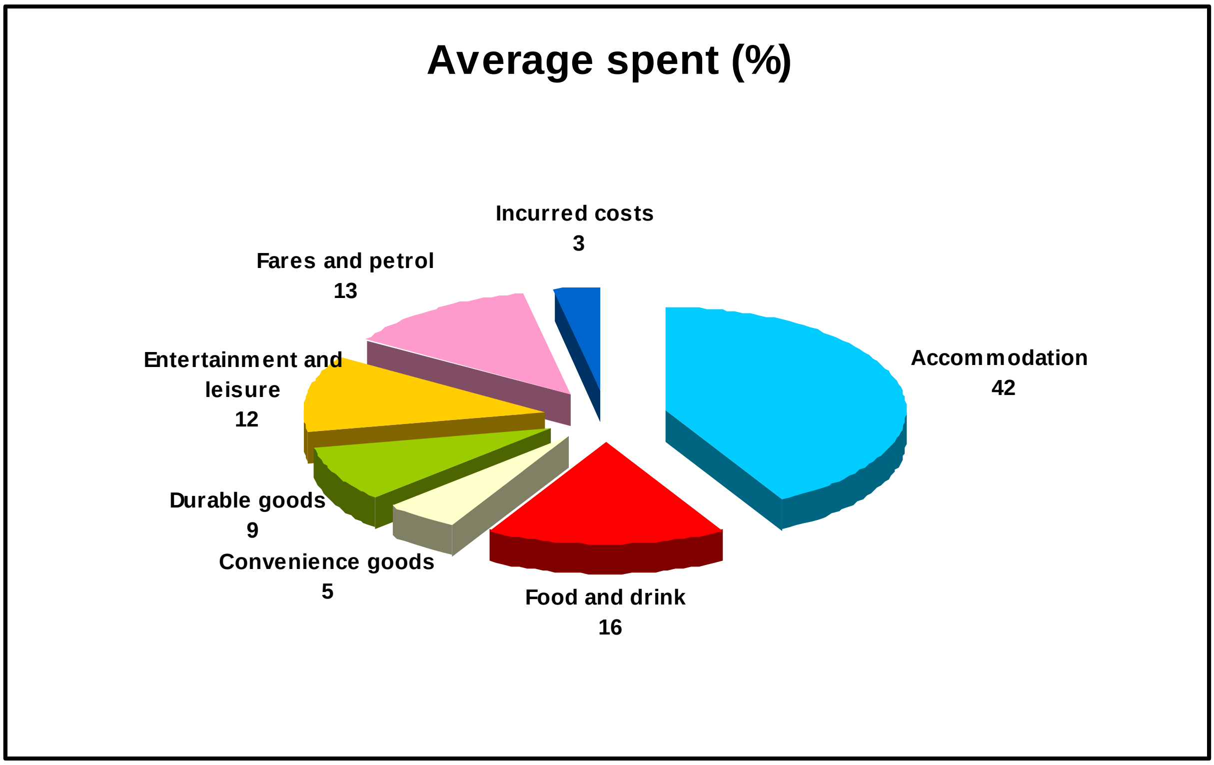
A large proportion of respondents (81%) would be interested in visiting studios outside of DAW. This percentage is higher than 2006 (64%).
Around a third replied that they would visit art exhibitions more often (31%) or that they would be interested in commissioning a piece of artwork (31%). Very few answered that they would not be attending a DAW in the future (3%) or that they have been put off future arts events by their experience (2%).



6.5. Expenditure

All averages have been calculated excluding zero values and are therefore reflective of respondents who have spent money or purchased goods rather than the whole population.

The larger cost for respondents was the accommodation (42%). Food and drink was second (16%) and fares and petrol the third (13%). Incurred costs was the area that respondents spent less money on (3%).



On average respondents spent £164. The amount spent in 2006 was £142, £22 less than 2008. The larger increase was the amount spent for accommodation (£11 more), entertainments and leisure (£5) and fares and petrol (£4).

Costs	2008	2006
Accommodation	£69	£55
Food and drink	£26	£26
Convenience goods	£8	£7
Durable goods	£15	£18
Entertainment and leisure	£20	£15
Fares and petrol	£21	£17
Incurred costs	£5	£4

As expected non-Dorset respondents spent on average more money (£188) than Dorset residents (£119). The larger expenses for non Dorset residents were the accommodation (£74) and food and drink (£35).

Expenditure		
Costs	**Dorset**	**Non Dorset**
Accommodation	£37	£74
Food and drink	£22	£35
Convenience goods	£7	£9
Durable goods	£10	£20
Entertainment and leisure	£18	£21
Fares and petrol	£21	£23
Incurred costs	£4	£6

6.5.1. Number of artworks bought

Over a third of respondents that bought artwork bought one artwork (39%). A third bought two (30%). Under a fifth bought three (13%). Under a tenth bought four (8%) and a few bought five (3%), six (1%) eight (1%), nine (1%) or more than ten (4%).

Number of artworks	%
1	**39**
2	**30**
3	**13**
4	**8**
5	**3**
6	**1**
8	**1**
9	**1**
10+	**4**

6.5.2. Number of postcards bought

Around a fifth bought ten postcards (18%),

Number of postcards	%	Number of postcards	%
1	7	8	3
2	14	9	1
3	6	10	18
4	13	12	4
5	10	14	1
6	11	15	2
7	1	20+	9

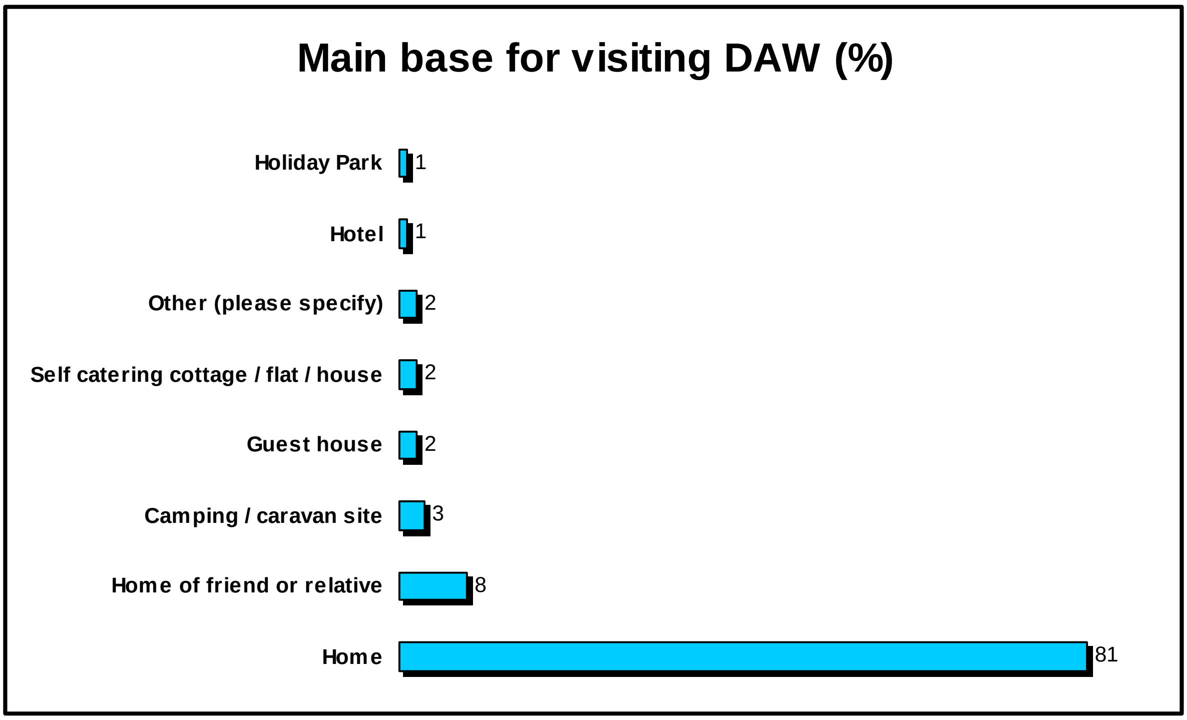
6.5.3. Amount spent on artworks

The majority of respondents spent up to £500 on artwork (90%). Specifically, a fifth of respondents that bought artwork spent £100-£250 (23%) or £50-£100 (20%).

Amount spent on artworks	%
Under £10	14
£10-£25	12
£25-£50	10
£50-£100	20
£100-£250	23
£250-£500	11
£500-£1000	6
£1000-£2000	3
Over £2000	1

6.6. Visitor information

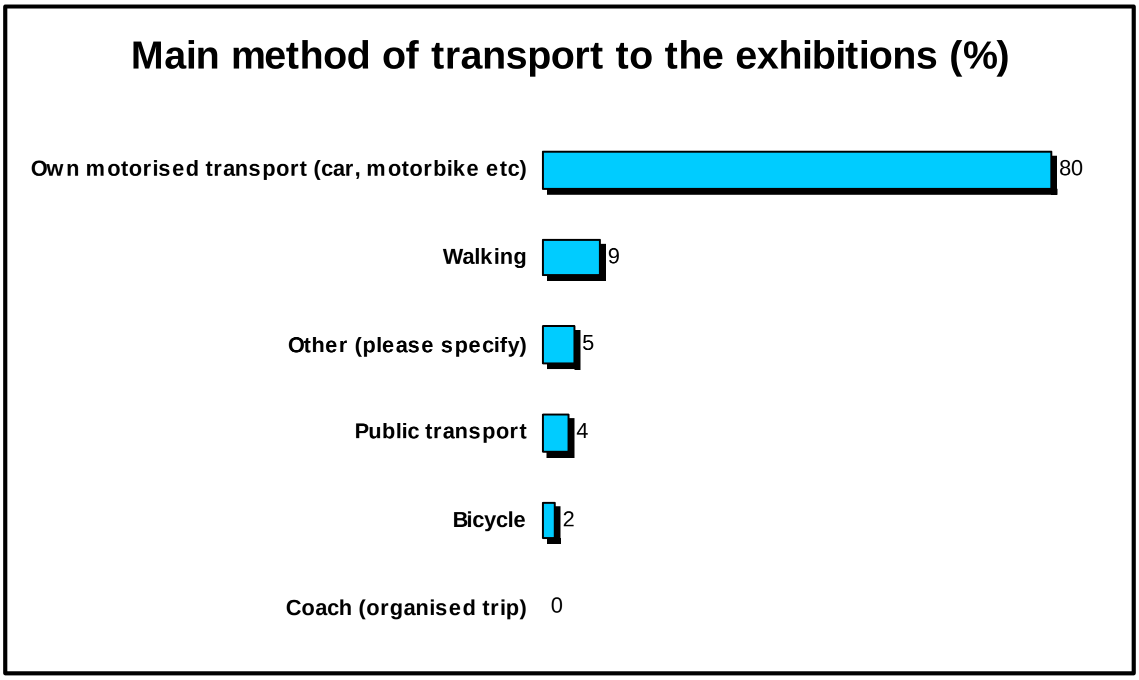
The majority of respondents visited from home (81%). Under a tenth visited from the home of a friend or a relative (8%).



A larger majority of Dorset residents (98%) visited from home compared to non Dorset residents (40%). A larger percentage of non Dorset residents stayed in homes of friends of relatives (25%) compared to Dorset residents (1%)

6.6.1. Main method of transport

A large proportion of respondents used their own motorised transport to visit the exhibitions (80%). Under a tenth walked (9%) and the rest used public transport (4%) or a bicycle (2%).

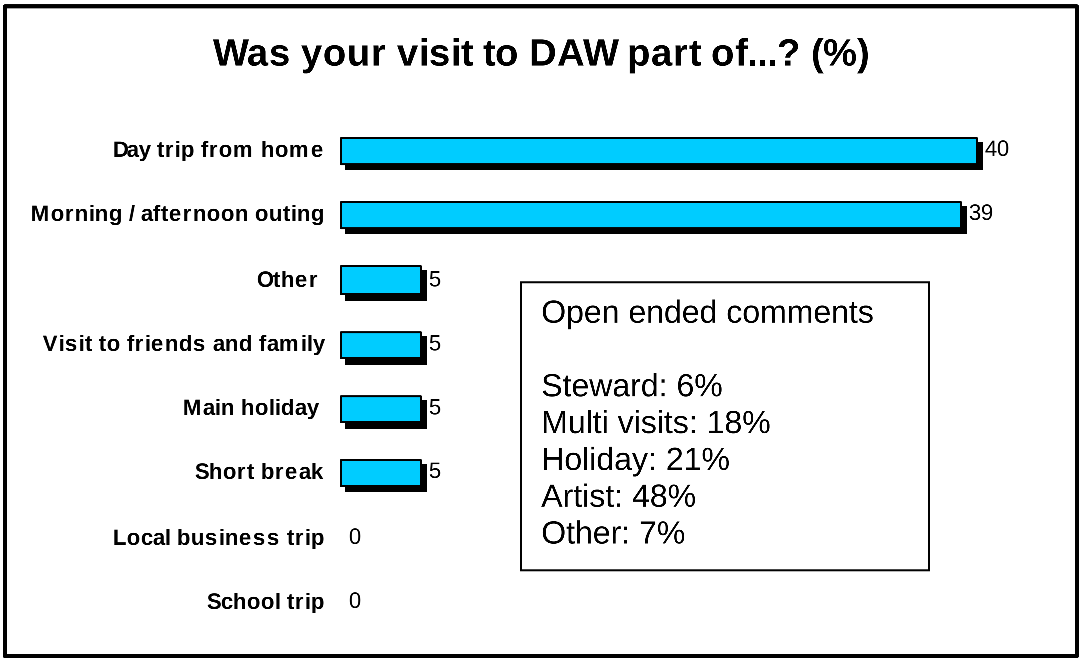


6.6.2. Was your visit to DAW part of …?

For under half of respondents their visit to DAW was part of a day trip from home (40%) or morning/afternoon outing (39%).
Few respondents answered that it was part of a visit to friends and family (5%), part of a main holiday (5%), short break (5%) or other (5%).

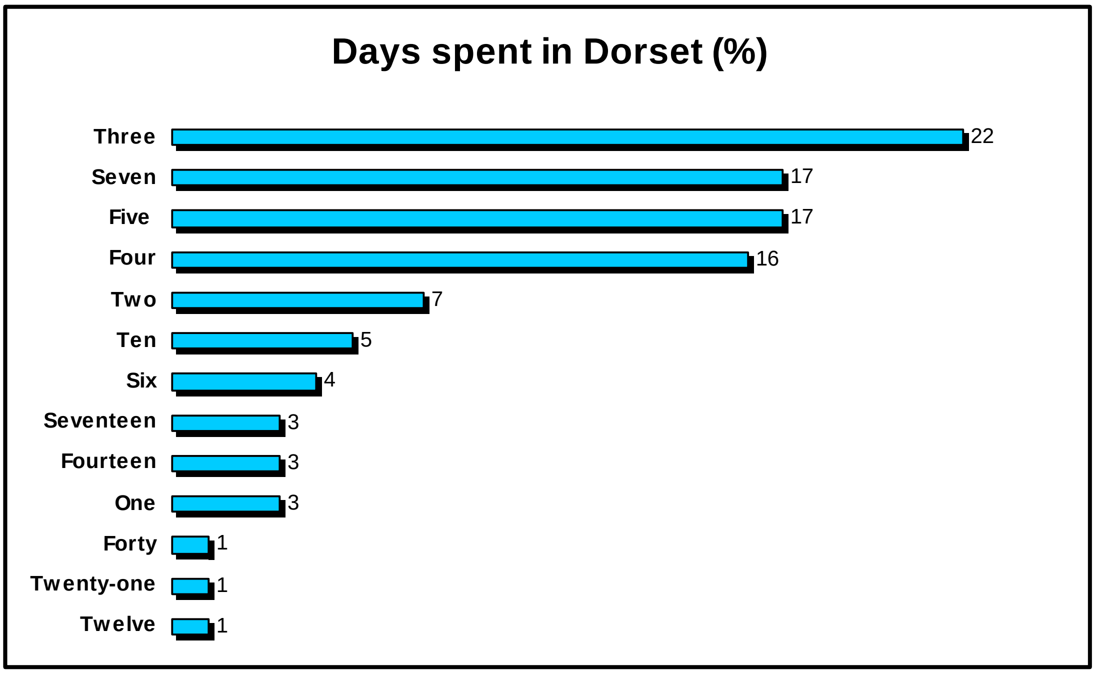
A larger percentage of Dorset residents visited as part of morning/ afternoon outing (47%) or day trip from home (45%) compared to non Dorset residents (20% and 28% respectively).

A larger percentage of non Dorset residents were on a short break (18%) or main holiday (17%) compared to Dorset residents (1% and 0% respectively.)



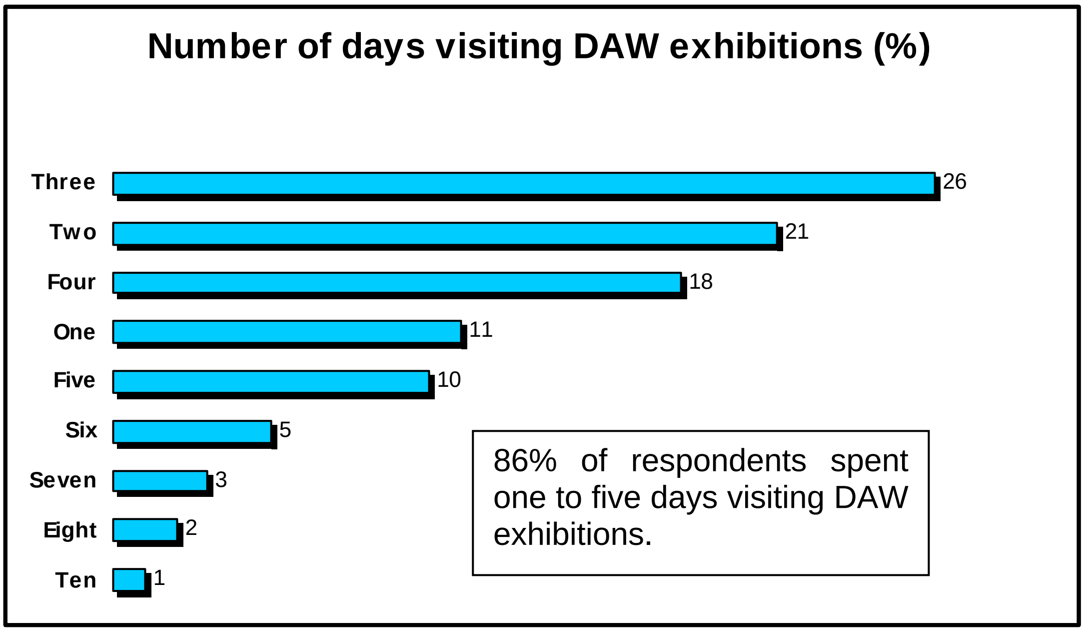
6.6.3. Days spent in Dorset

Around a fifth (22%) of respondents spent three days in Dorset.



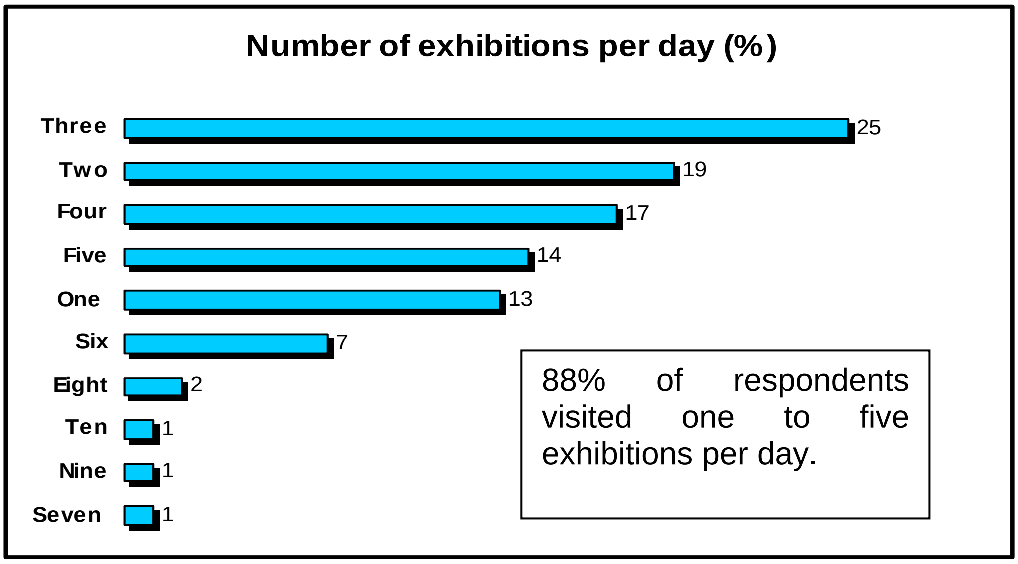
6.6.4. Number of days visiting DAW exhibitions

Around a quarter of respondents spent three days visiting DAW exhibitions (26%).



6.6.5. Number of exhibitions per day

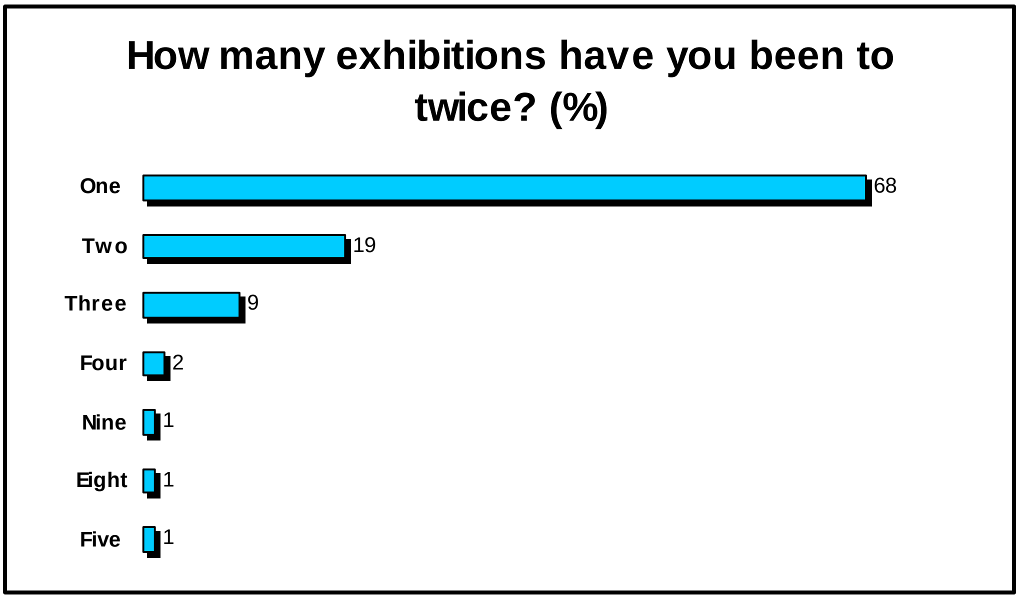
A quarter of respondents visited three exhibitions per day (25%). Nearly a fifth visited two (19%) or four (17%) and under a fifth visited five (14%) or one (13%) exhibition per day. The rest of the options were chosen by few respondents.



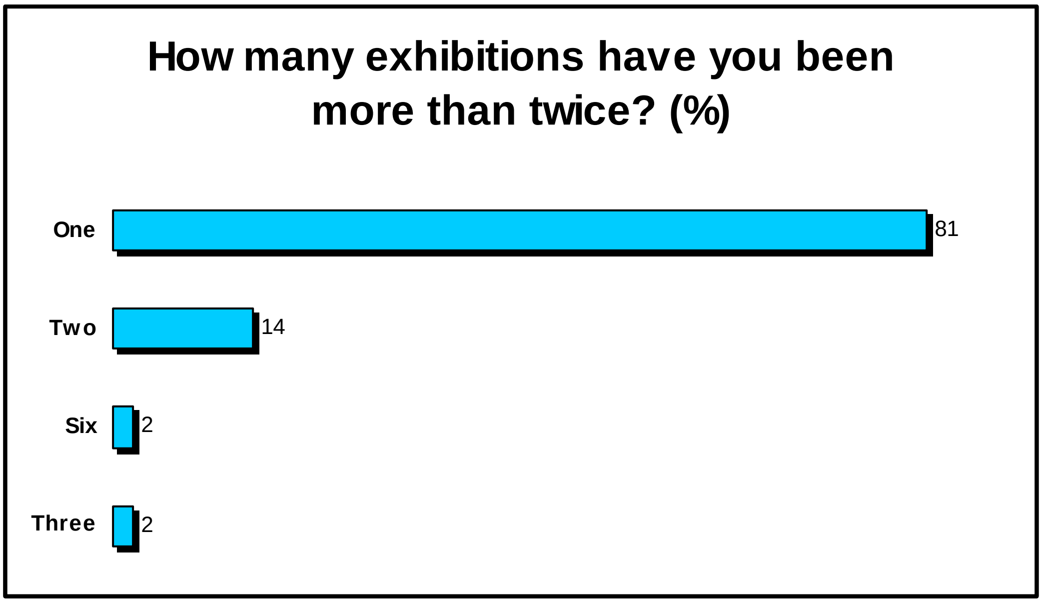
6.6.6. Number of exhibitions visited more than once

When asked whether they have visited exhibitions more than once 32% of respondents answered that they have and 68% answered that they haven't.

Respondents that visited exhibitions more than once were then asked how many exhibitions they revisited. Just under two thirds (68%) replied that they revisited one exhibition, around a fifth two (19%) and around a tenth revisited three exhibitions (9%).

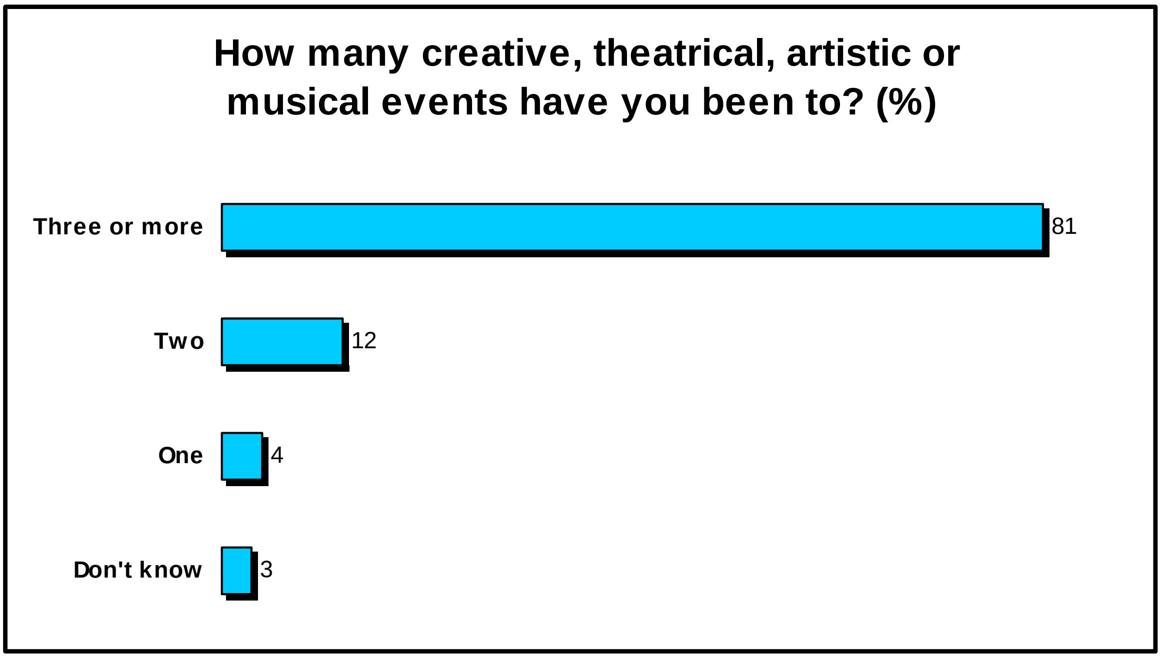


Furthermore, over three quarters of respondents (81%) revisited one DAW exhibition more than twice.



6.6.7. Visits to other events

A large proportion of respondents have been to three or more creative, theatrical, artistic or musical events in the last 12 months (81%). Around a tenth have been to two events (12%) and few answered that they have been to one (4%) or that they do not know (3%).



6.7. Open ended comments

6.7.1. More enjoyable aspects of DAW

- For under half of respondents the most enjoyable aspect of the exhibitions was to be able to meet and talk to the artists (48%).

“Meeting the artists: their friendliness and being offered refreshments and the lack of pressure to buy.”

“Talking to the artists who all made us very welcome.”

“Warm welcome by the artists. Freedom and time to view exhibits.”

“Friendliness of exhibitors providing knowledge and insight into their work.”

“As an artist myself it gave me encouragement to visit and speak to other artists and see other mediums.”

“Meeting the artists and talking about their experiences and work. Seeing them in their own environment and getting details of courses they provide.”

“As I live in North Dorset and know some of the artists, meeting the rest and acknowledging and envying their talent and imagination was enjoyable.”

- Around a third answered that the best aspects was seeing the variety and quality of work in the artists’ studios (34%)

“The small exhibitions that were scattered around the area and the incredible high standard of artistic work that was quite wonderful.”

“Seeing excellent works of art and learning where I could go back for more, perhaps even to commission a painting or sculpture.”

“Variety, spontaneity, colour and vibrancy.”

Under a fifth replied that the best aspect was seeing beautiful Dorset locations (13%).

“Seeing inspirational pieces of artwork and getting to see "tucked away" gems in Dorset off the "beaten track". Fabulous topography, landscape, seascape and views.”

“Finding exhibitions in the most unusual places.”

“Discovering parts of Dorset I never knew were there despite living here for most of my life!”

"The Dorset countryside, even in the rain!"

Most enjoyable aspects of the exhibition	
Meeting and talking to the artists	48
Seeing a variety of artwork in the artists' studios	34
Beautiful Dorset locations	13
Other	5

6.7.2. Any other comments

- A third of respondents commented on the DAW 2008 brochure (30%). The A4 size of the brochure was difficult to carry around and respondents thought that the A5 of the previous years was more user-friendly. Also the cover of the brochure and the design were not appealing to some participants and they found the font difficult to read. Lastly a lot of respondents commented on the difficulty they had acquiring a brochure.

"Improve the brochure by making it smaller and easier to use. Front cover is very dull and uninteresting."
"Print more brochures."
"Get the brochure out much earlier."
"The initial leaflet was confusing because I thought the brochure cost £3.50 and then found that they were available free at venues. The leaflet did not make this clear. "
"This year's brochure is appallingly bad - too busy and cumbersome. Surplus information and unrelated advertising, terrible print layout and colour choices were not user friendly. A return to previous landscape A5 version for 2010 essential, which was easier to use and read as I was navigating as a passenger in car."

- A fifth of respondents were very complimentary of the organising and the experience of the DAW (21%).

"Thank you for a well organised and varied Dorset Art Weeks."
"It was wonderful."
"Great as it is."
"My husband and I think DAW is a very well organised, interesting and important art related event. We do hope that it will continue to exist - congratulations!"
"Thank you for the enrichment of our lives."

- Around a tenth think that the signs leading to the various venues should be improved (13%). Emphasis should be given to signage around the Poole and Bournemouth area.

"Signs were not good on roads in some places. Some places we could not find even though we asked people."
"Some artists' houses and studios were hard to find because they didn't make full use of signs."

- Some participants would like the DAW to be an annual event (7%).

"It would be wonderful if this were an annual event."
"Annually would be great."

- Few respondents would like the event to be better publicised (5%).

"I did not see a great deal of advertising in the two weeks run up to DAW. If it had not been for my daughter I would not have realised something was going on until I saw the Bacchus gallery open on market day. "
"More publicity perhaps on local news or radio to encourage people who don't know about DAW."

- Other respondents would like better selection of artists (4%)

"The artists should be vetted for quality so we have an idea of what standard to expect. Professional artists could be identified from hobbyists".
"Have a quality standard to meet to exhibit. It will save driving miles."

- The website should be better publicised as well according to some respondents. Also maps and opening hours and PDF format of the brochure should be included (2%).

"Make sure the website is better known"
"On the website it would have been good to be able to split the locations into areas. Coming from outside Dorset and planning our visit in advance and using the website as a journey planner it would have been good to have maps showing galleries in different areas and then possibly giving details or reference numbers for the next galleries at the artist's area so you could plan the trip."

Other comments included refreshments to be provided at venues, better detailed maps, problems with transportation (no public transport at some venues), finding the DAW logo unattractive, high artist fees and problems with opening hours of venues.

Other comments	
Brochure should be improved	30
Compliments for the DAW	21
Signage should be improved	13
DAW should be annual	7
The event should have been better publicised	5
Better selection of artists	4
Web should be improved	2
Other	18

6.8. 2008 Visitor Numbers

Venue feedback on visitor numbers to Dorset Art Weeks 2008 suggests that 155 venues recorded having 48,166 visits. This equates to some 330 visits per venue. When multiplied by the total number of venues it suggests a total of 110,848 visits.

Visitor data from Dorset Art Weeks 2008 suggest that visitors attended approximately twelve venues during the course of the event. This was calculated using visitors own estimates of total venues visited (11.9) and corroborated using the number of days visitors attended DAW and the average number of exhibits they visited per day (12.8).

A division by this factor (the more reliable 11.9) indicates that the number of individual visitors to Dorset Art Weeks 2008 can be estimated at 9,315. This represents a slight rise on the 2006 figure of 9,267.

In addition, 2008 visitor feedback suggests that some 32% of visitors returned to at least one venue more than once and some 8.1% returned more than twice. Overall it is considered that some 5.9% of all visits were repeat visits. Therefore a further calculation is required to take these repeat visits into consideration. With each visitor counted only once at each venue, the research would suggest that Dorset Art Weeks core visitor base in 2008 was **8,756** visitors. This represents a rise from the 2006 figure of 7,970.

Note: Anecdotal evidence suggests that this figure under reflects the total visitor numbers. Venues are not required to accurately record visitors and some visitors may have been missed by this process and larger venues may not have recorded visitor numbers at all which the average visitor numbers to an event does not take into consideration.

6.9. Economic Impact

To allow the calculation of economic impact respondents were asked to identify how much they had spent on Accommodation, Food and Drink, Convenience goods, Durable goods, Entertainment and leisure, Fares and Petrol and all Other Costs for their whole group.
Total spend was calculated by taking the amount a respondent's group had spent and dividing it by the number of people in that group. This was then factored according to the role DAW played in their decision to visit the area.
To calculate overall value the mean expenditure per respondent was multiplied by the estimated total number of visitors (**8,756** visitors).

Direct Spend		
	2006	2008
Accommodation	£111,729	£93,684
Food and Drink	£219,134	£320,769
Convenience goods	£46,105	£57,863
Durable goods	£46,791	£30,606
Entertainment and leisure	£38,325	£36,894
Fares and Petrol	£212,312	£271,935
Other Costs	£35,083	£37,790
Artworks	£463,317	£591,543
Total	**£1,172,796**	**£1,441,085**

Modelling Summary
Initial spend figures are adjusted utilising multipliers to estimate indirect or “ripple” effects on business income. When a business receives income from the consumer, this in turn leads to an increase in, for example, stock, orders for supplies, raw material, transport expenditure etc. These supplier businesses in turn see an upturn in their own economic activity, and so on. As a result, initial spend by the consumer has a “ripple effect” throughout the economy.

Direct Spend refers to the money directly spend by visitors to the CLA Game Fair as recorded by the visitor survey. This figure is calculated utilising the length of stay, number of days visited and other factors to ensure accuracy. Figures are then factored to represent the total number of visitors to the Game Fair.

Indirect refers to the ripple effect on businesses from direct spend. It takes into consideration the increase/decrease in, for example, stock, orders for supplies, raw material, transport expenditure etc. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

Induced refers to the additional impact resulting from expenditure on goods and services in the areas under consideration by recipients of both direct and indirect income. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

2008 Economic Data		
	Spend	Total including Indirect and Induced effect
Accommodation	£93,684	£156,321
Food and Drink	£320,769	£471,466
Convenience goods	£57,863	£75,824
Durable goods	£30,606	£38,671
Entertainment and leisure	£36,894	£48,659
Fares and Petrol	£271,935	£353,761
Other Costs	£37,790	£46,758
Artworks	£591,543	£747,415
Total	**£1,441,085**	**£1,938,875**

Therefore the total economic impact of DAW 2008 is anticipated to be in the region of £1.9m.