



Welcome to my presentation.
I am the Director of The Motor Sport
Research Group at Bournemouth
University

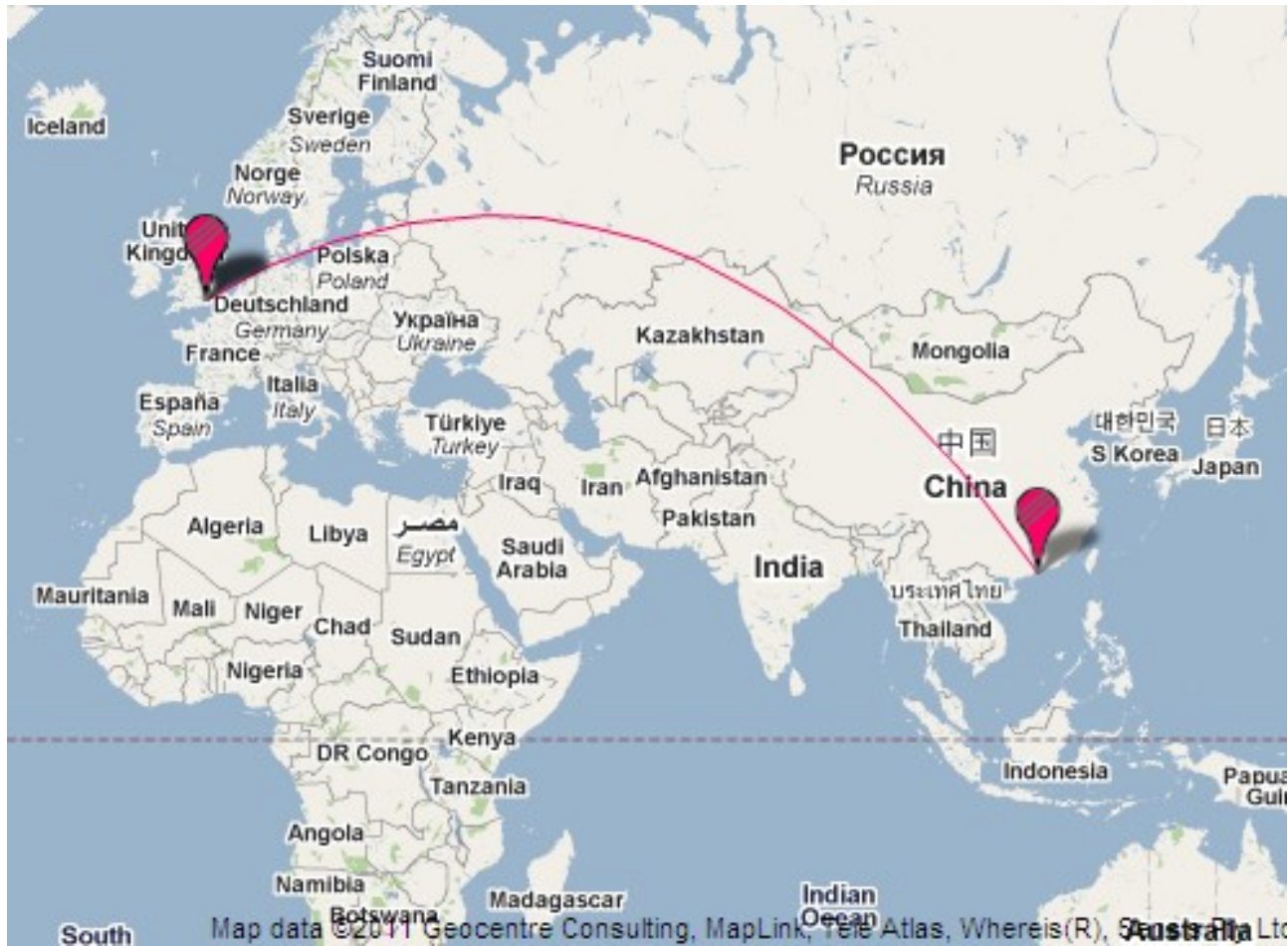
Dr Bruce Grant-Braham – 31.03.11

Introduction

- I want to talk to you about some research that Bournemouth University undertook in 2009.
- It is an economic impact study for a major motor sport event



Where are we?



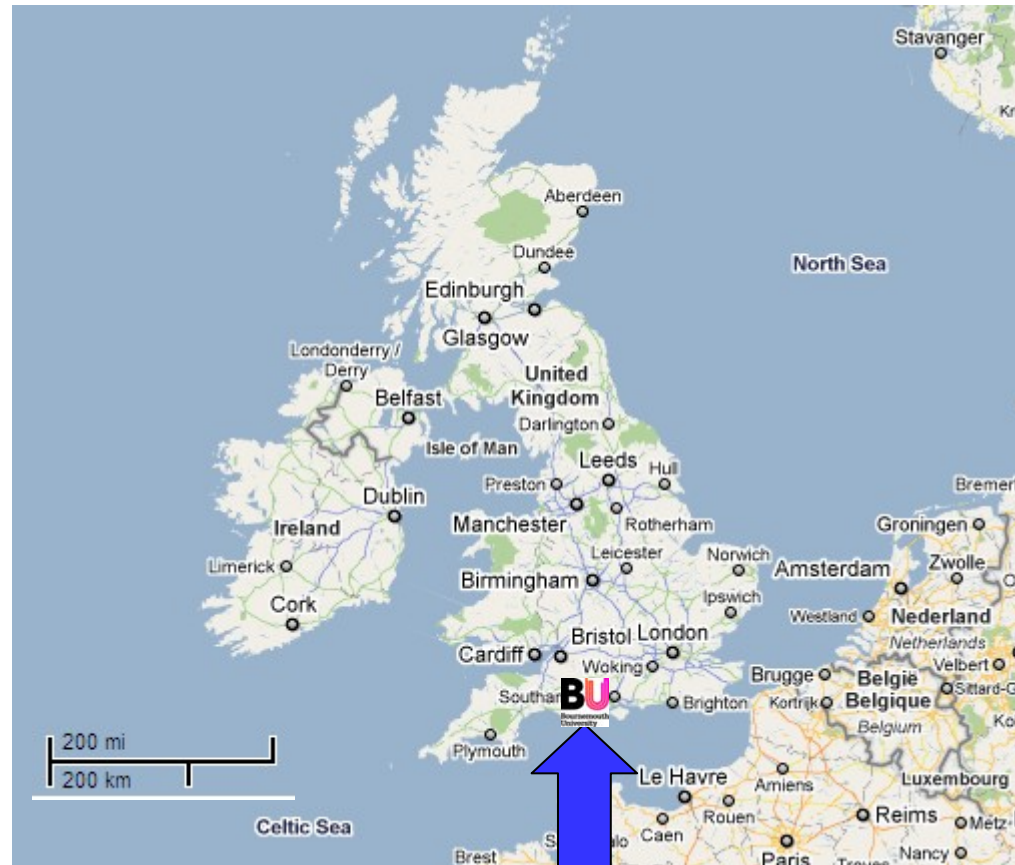
BOURNEMOUTH - 6041 miles / 9722 kilometers - 澳门



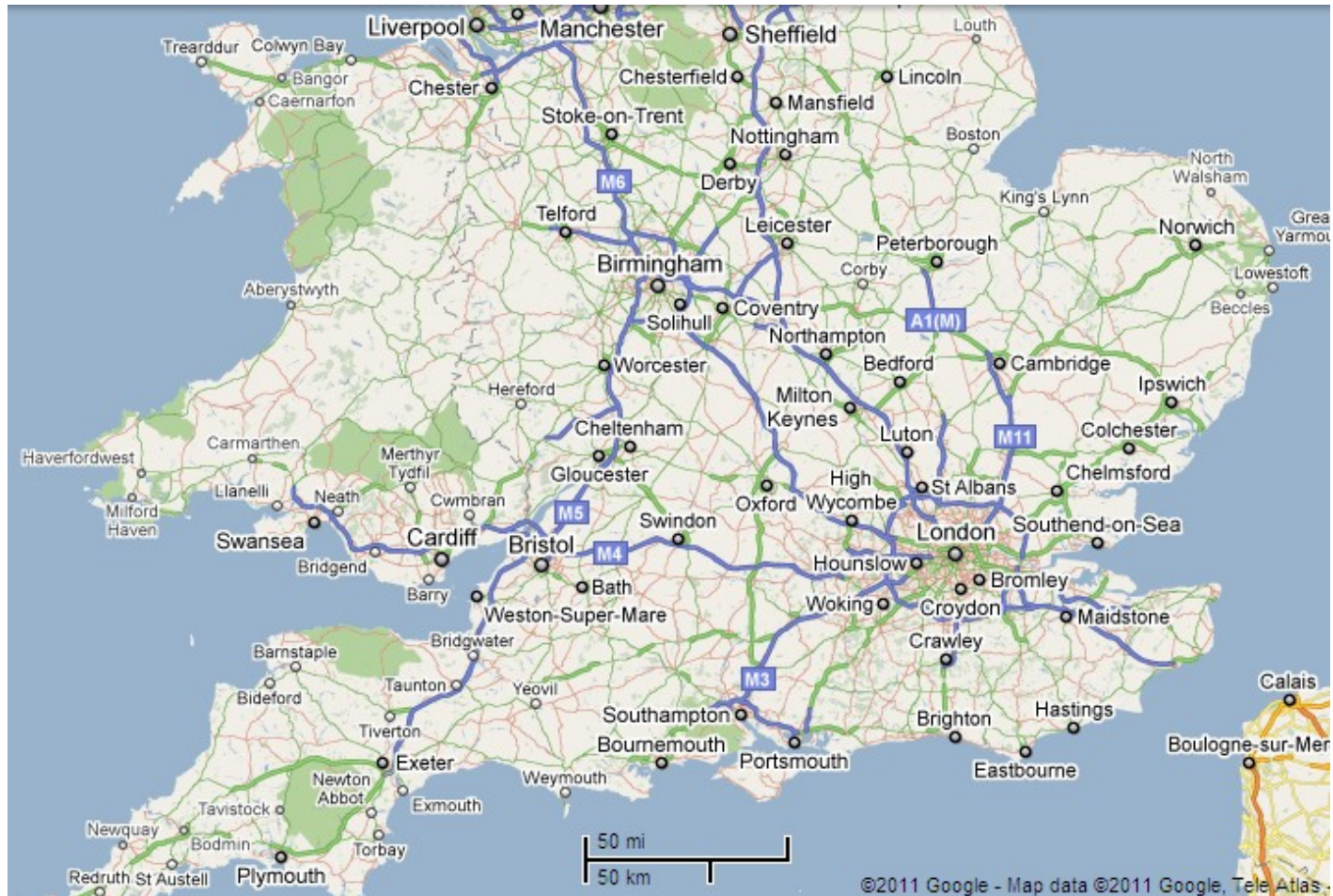
Where is Bournemouth University?



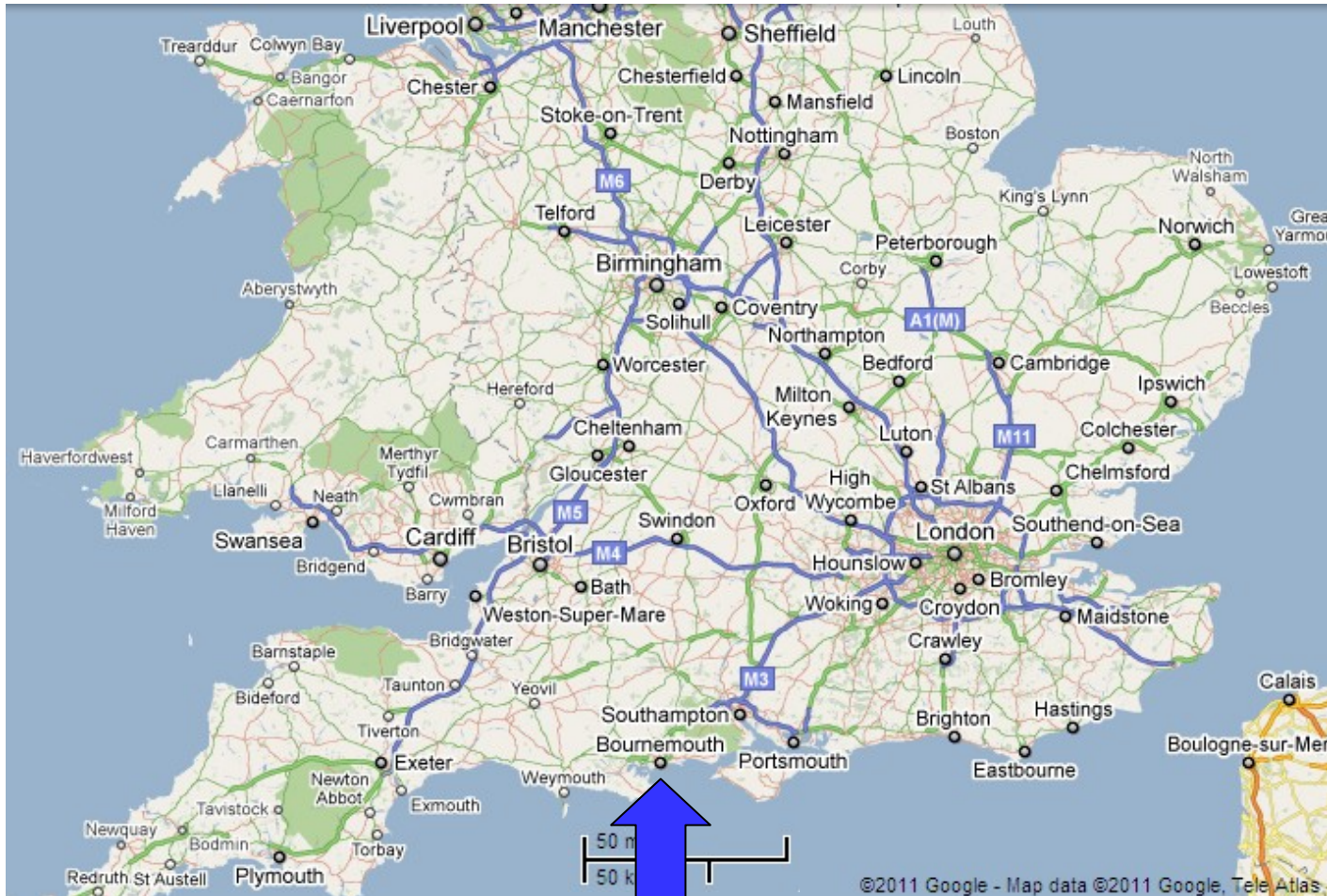
Where is Bournemouth University?



We are in the South of England



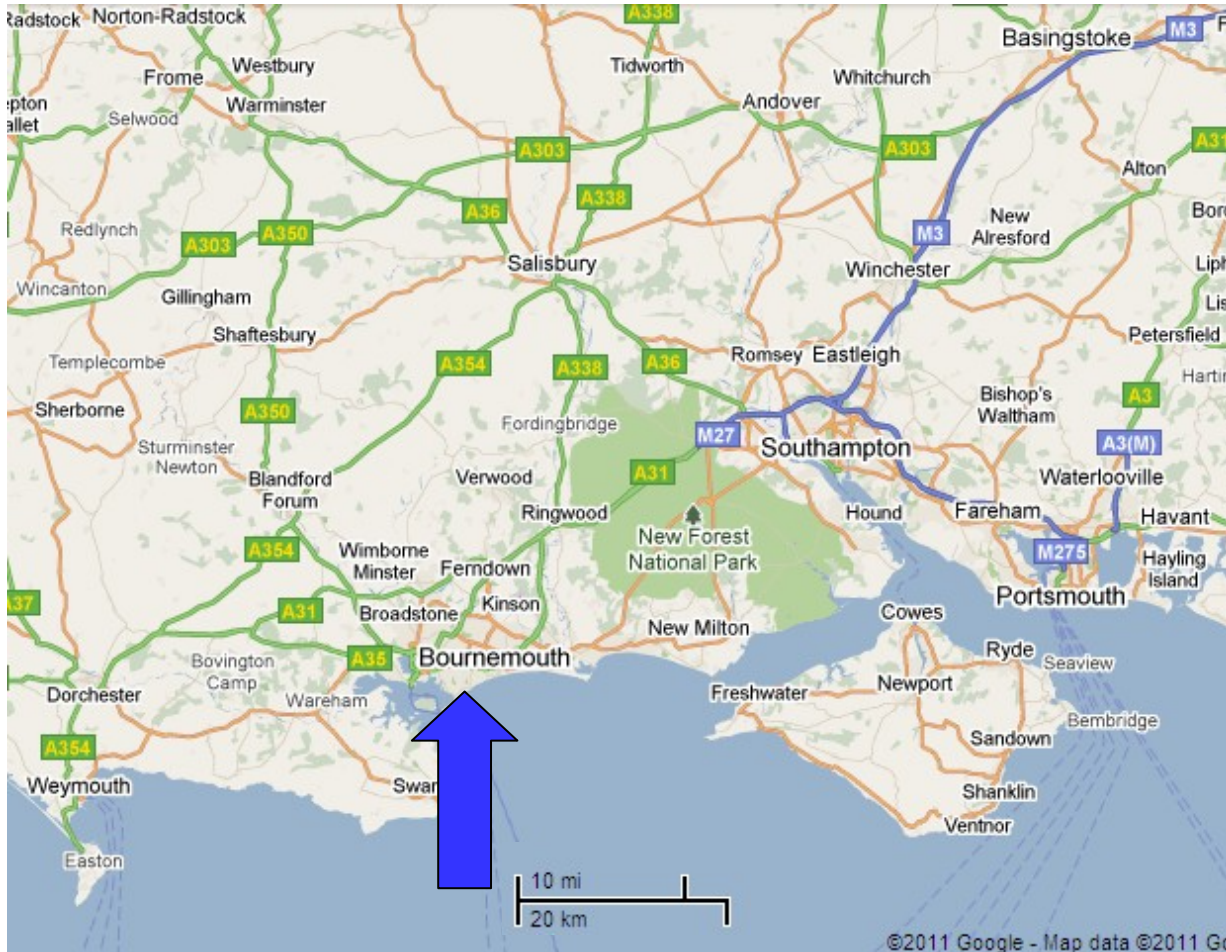
We are in the South of England



We are in the county of Dorset



We are in the county of Dorset



In 2012 the Olympic sailing will be nearby



Rallye Sunseeker



Rallye Sunseeker locations



地点

Event History

- Rallye Sunseeker 2011 was the 26th year that the Poole/Bournemouth area hosted a round of the National Rally Championship.



Event History



- The event had small beginnings more than 35 years ago, since when it has been built into the biggest rally staged in the South of England.

Rallye Sunseeker



- Sunseeker International, the most famous prestige boat builder in our area, sponsors the annual car rally

Research Aims

- To undertake a pilot of study for a new model to estimate the economic impact of motor sport events.



Previous Research Suspect

- Examination of previous motorsport economic impact surveys revealed them to be suspect in both reliability and validity terms.
- These surveys examined the economic impact of solely spectators and did not accurately define what was meant by a “spectator”.

Definition of spectator / tourist

- In previous research the definition of a “spectator” had been a “tourist”
- The data collected therefore largely ignored the economic impact of:
 - local residents
 - competitors
 - officials
 - media representatives
 - sponsor’s guests.
- It is our hypothesis that all of these contribute to the event’s economic impact

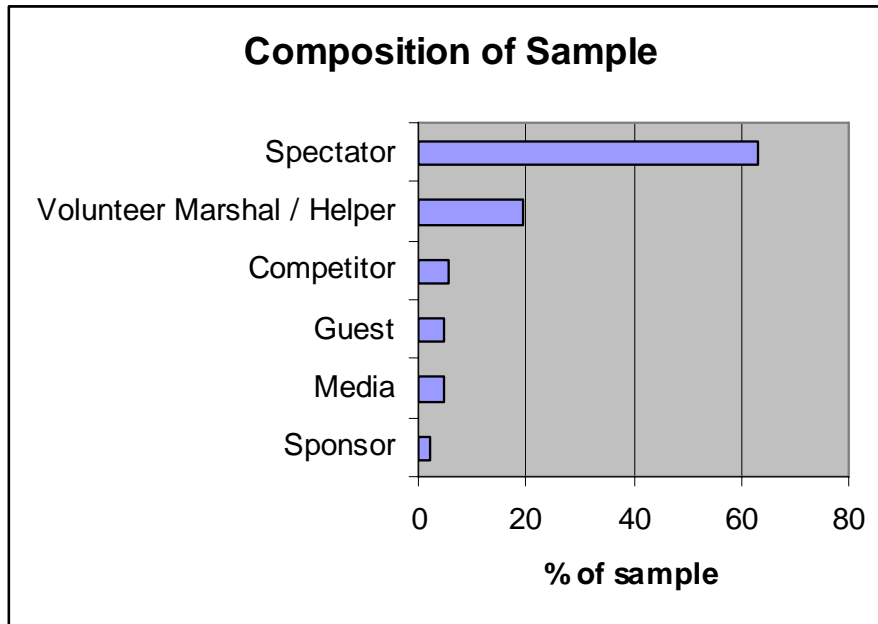
Methodology

- To achieve our aims a questionnaire was devised containing questions with two elements:
 1. A Fan Survey
 2. An Economic Impact Survey

Methodology and Sample

- A two pronged methodology:
- questionnaire was placed on-line on Rallye Sunseeker's website
- also distributed in paper form at various locations during the event itself.
- 600 usable questionnaires were completed in total

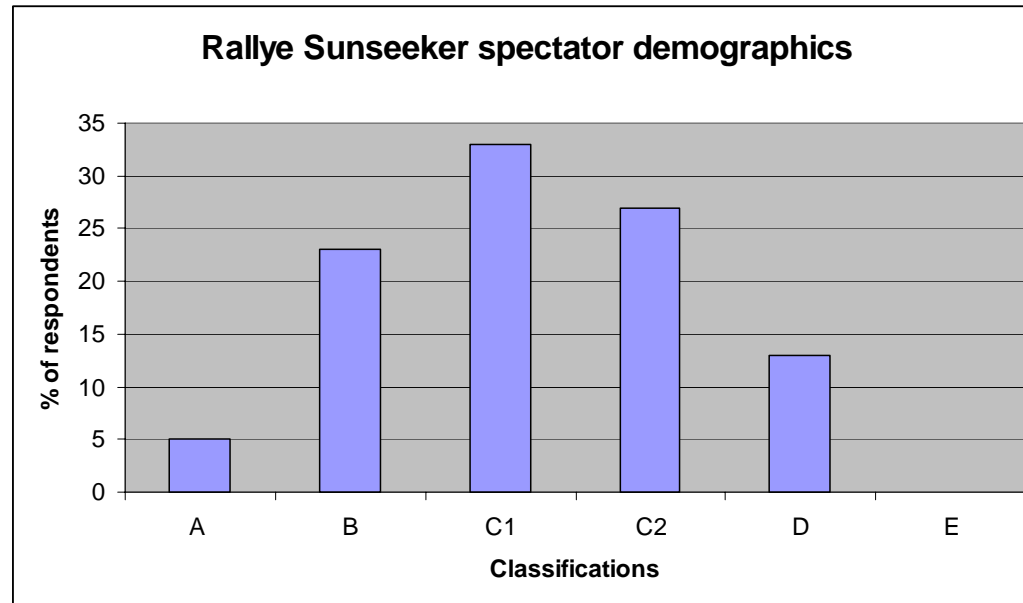
The research sample reflects the total audience



- Our research included:
 - Spectators
 - Officials
 - Competitors
 - Guests
 - Media
 - Sponsors

The organisers estimated that the total audience was at least 30,000 people

Spectator Demographics

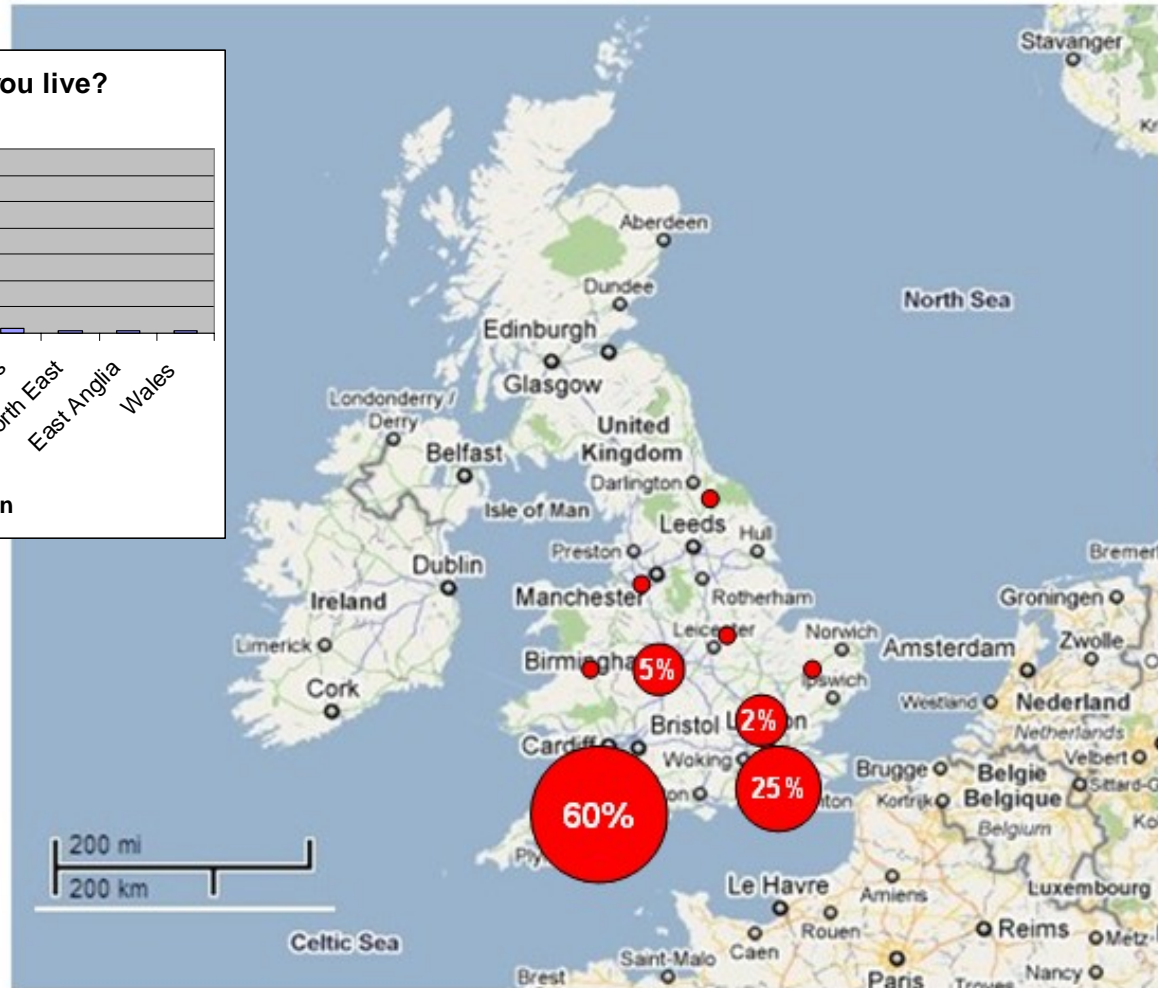
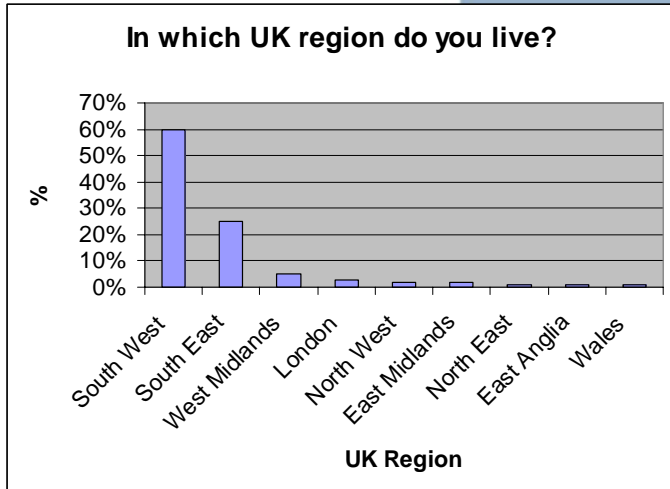


A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional
C2	skilled working class	skilled manual workers
D	working class	semi and unskilled manual workers
E	those at lowest level of subsistence	state pensioners or widows (no other earner), casual or lowest grade workers

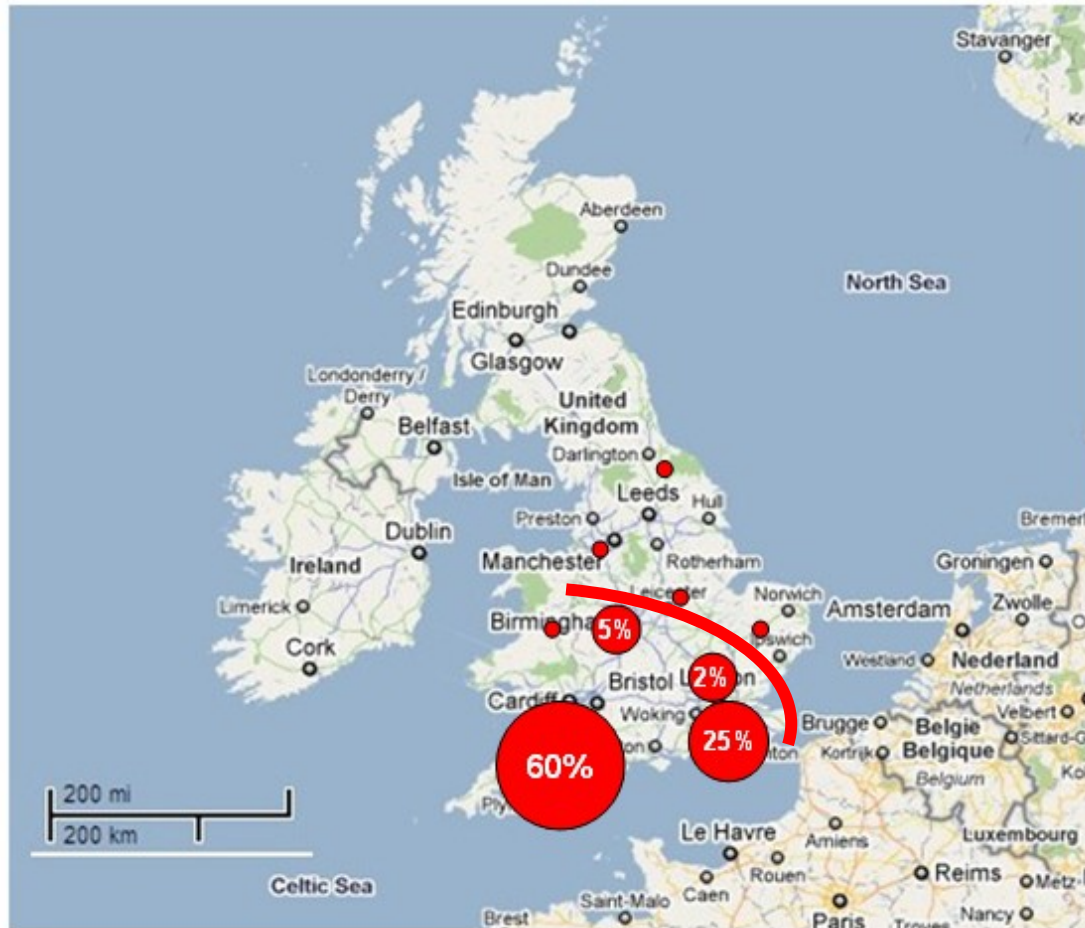
Spectator Demographics

- The audience was mainly:
- Supervisory, or clerical, junior managerial, administrative or professional
- Intermediate managerial, administrative or professional
- Skilled manual workers

Where in the UK does the event's audience come from?

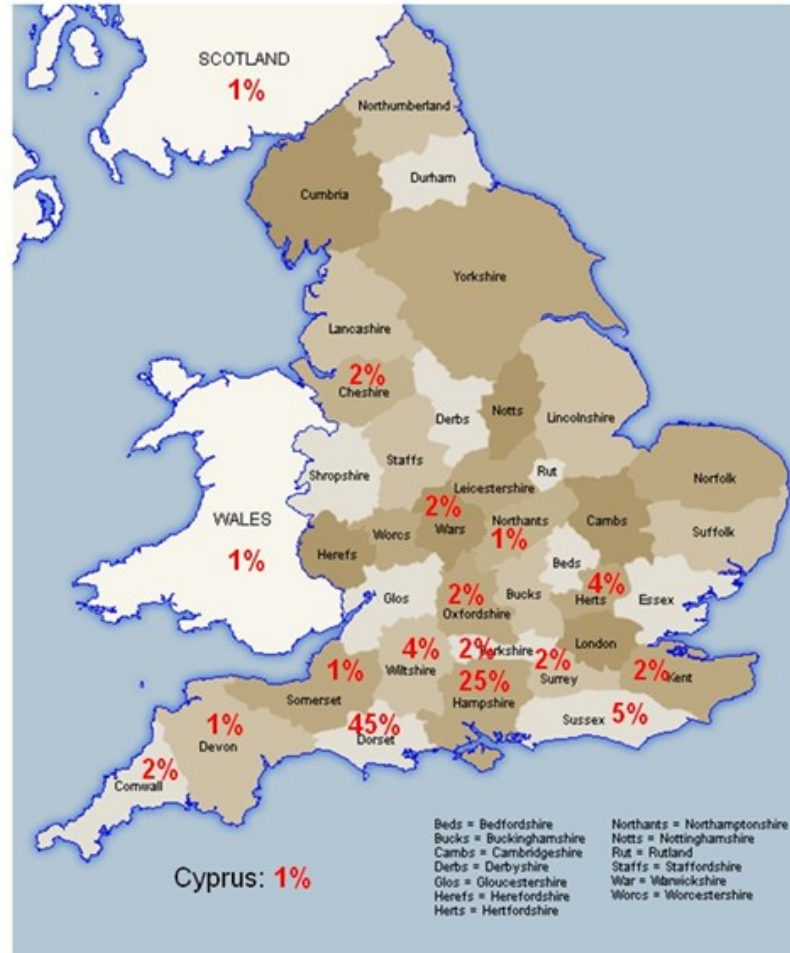
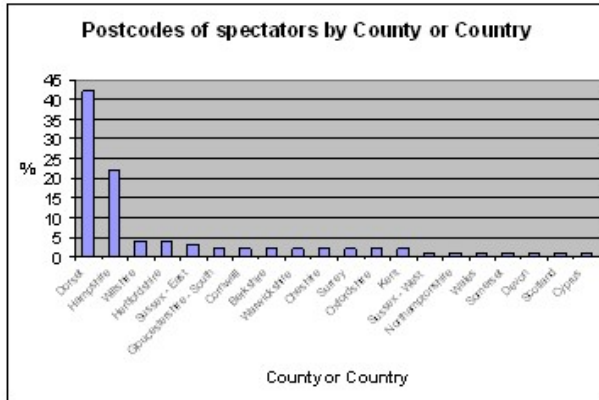


Where in the UK does the event's audience come from?

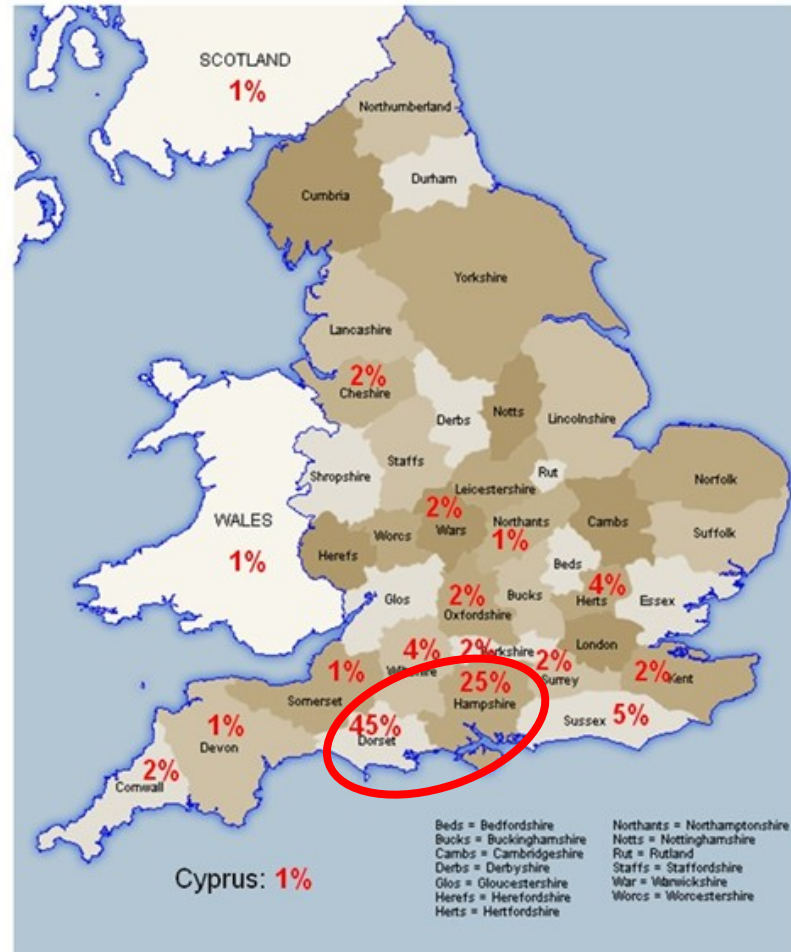
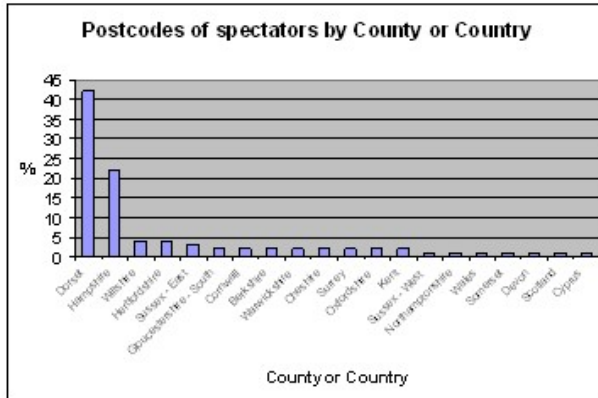


- 92% of the audience came from within 241 kilometres / 150 miles
- a 2.5 hour drive

The audience county by county

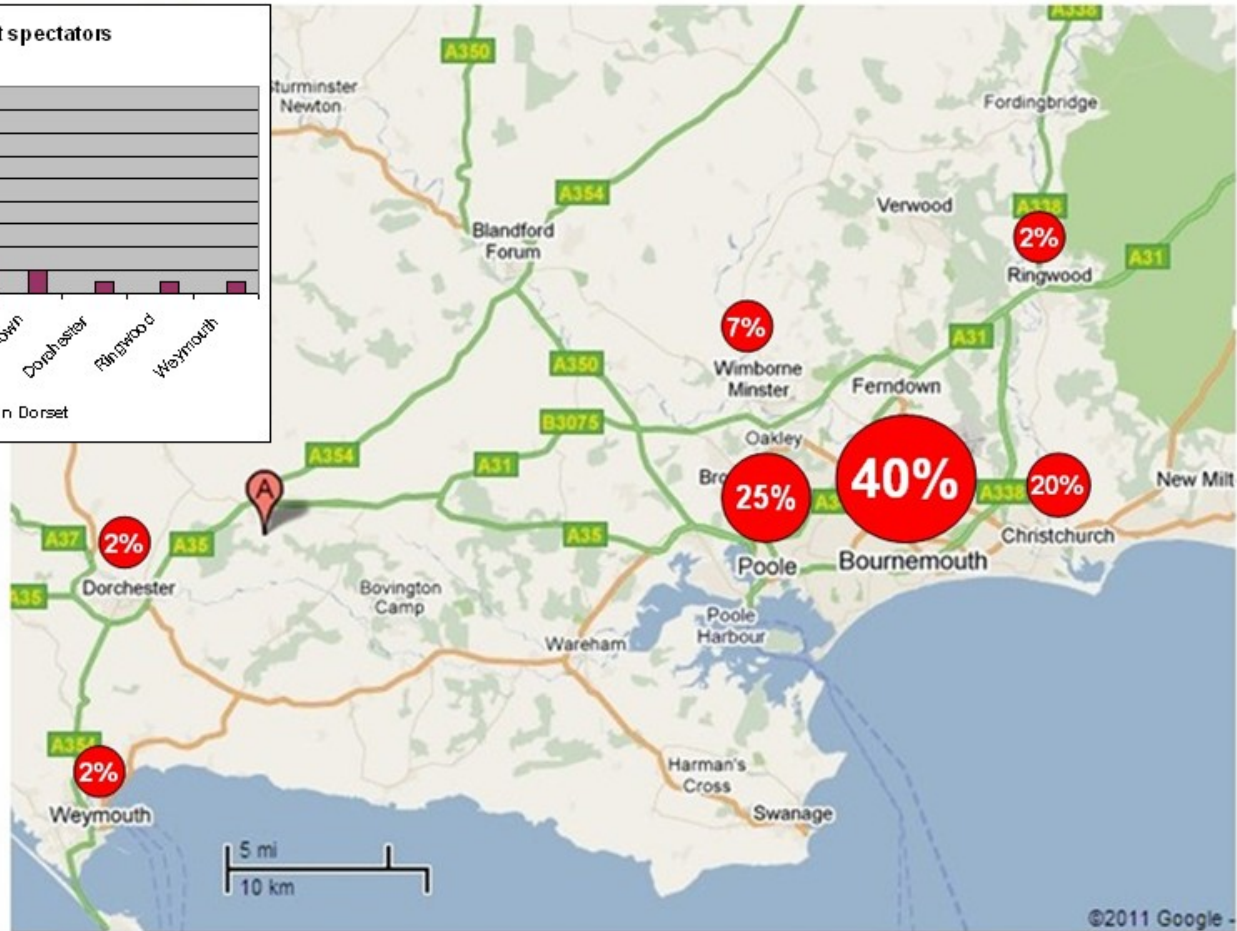
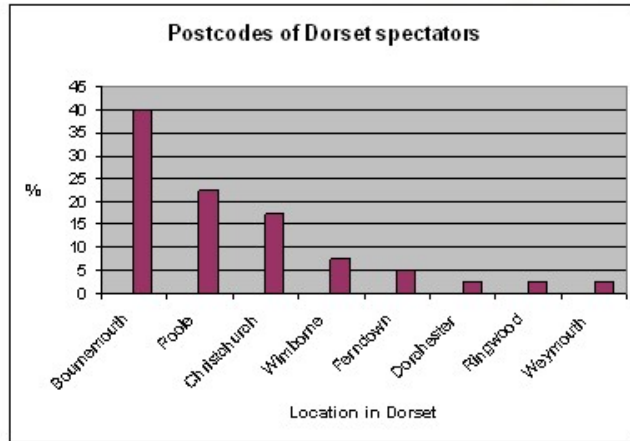


The audience county by county

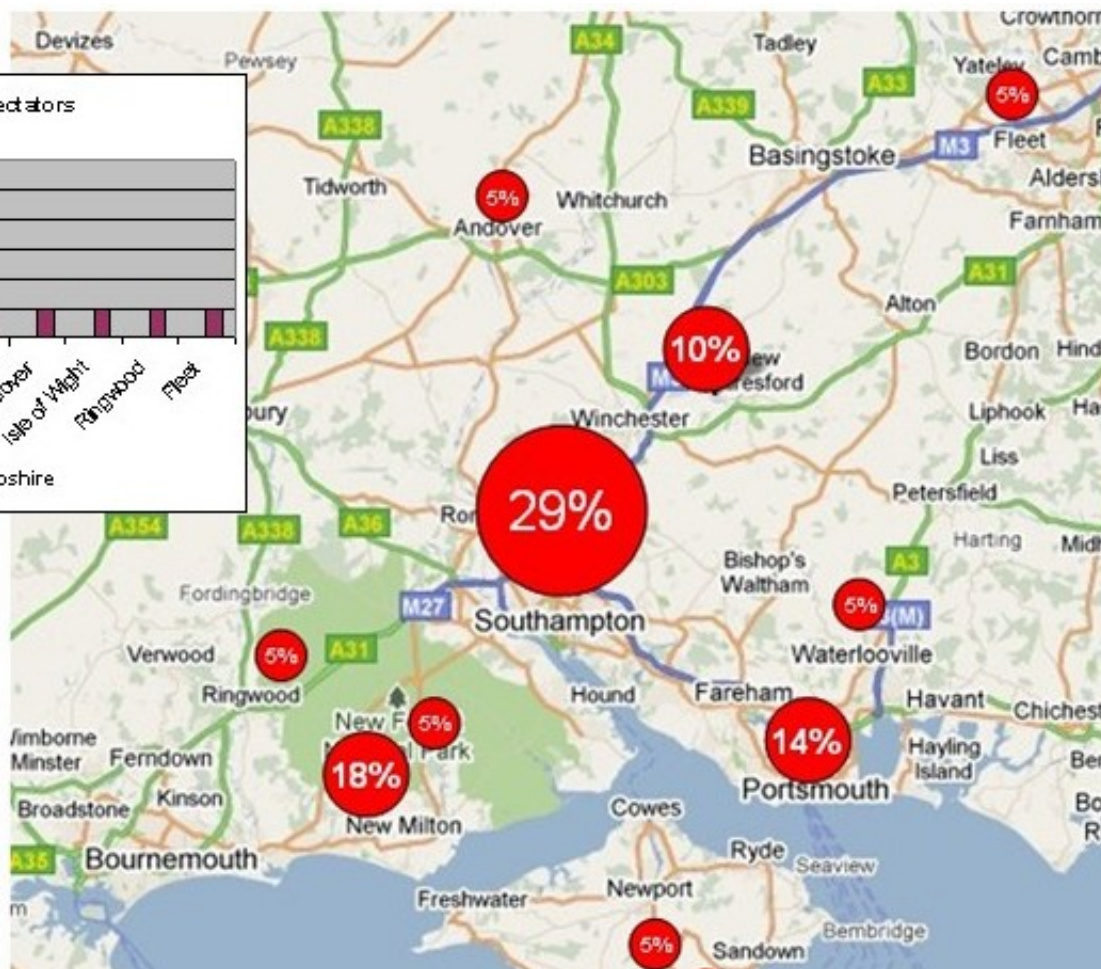
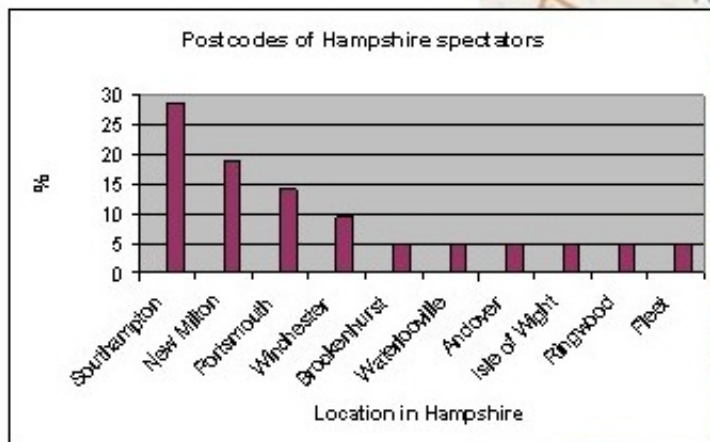


- 70% of the audience came from Dorset and Hampshire

Where Dorset spectators live



Where Hampshire spectators live

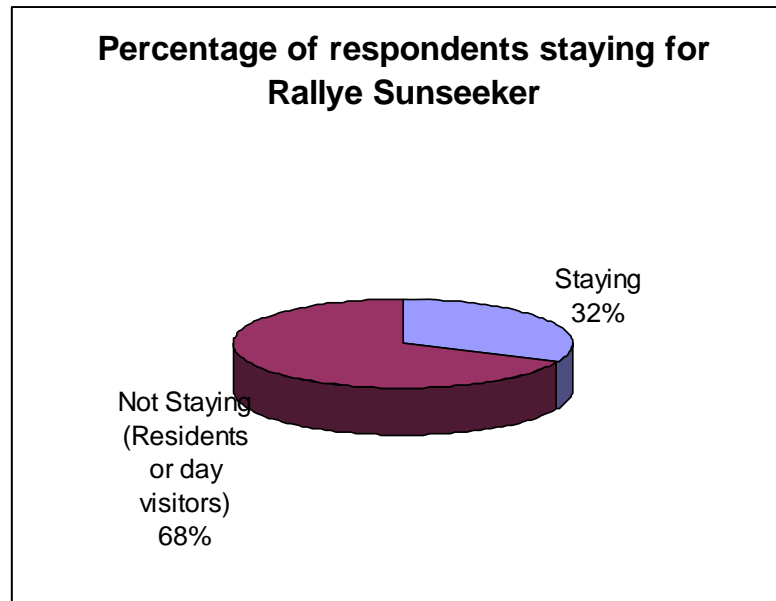


The majority of the audience would not need to stay in the area as they lived very close



Percentage of respondents staying for Rallye Sunseeker

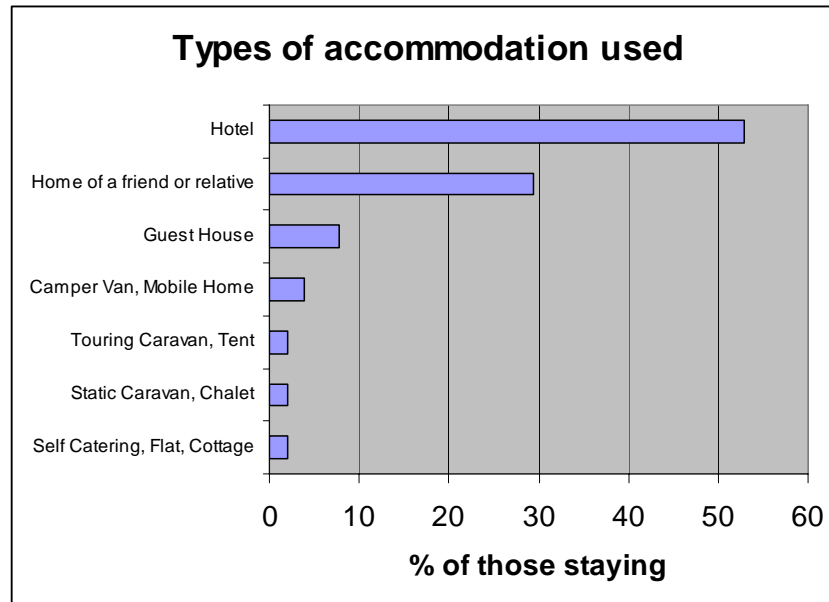
- 68% Do not stay



- 32% stay

- It might be assumed therefore 32% of 30,000 followers – 9,600 individuals – stayed in hotel rooms.
- In practice this was not the case.
- A major characteristic of the area is that many tourists stay in the homes of friends and relatives.

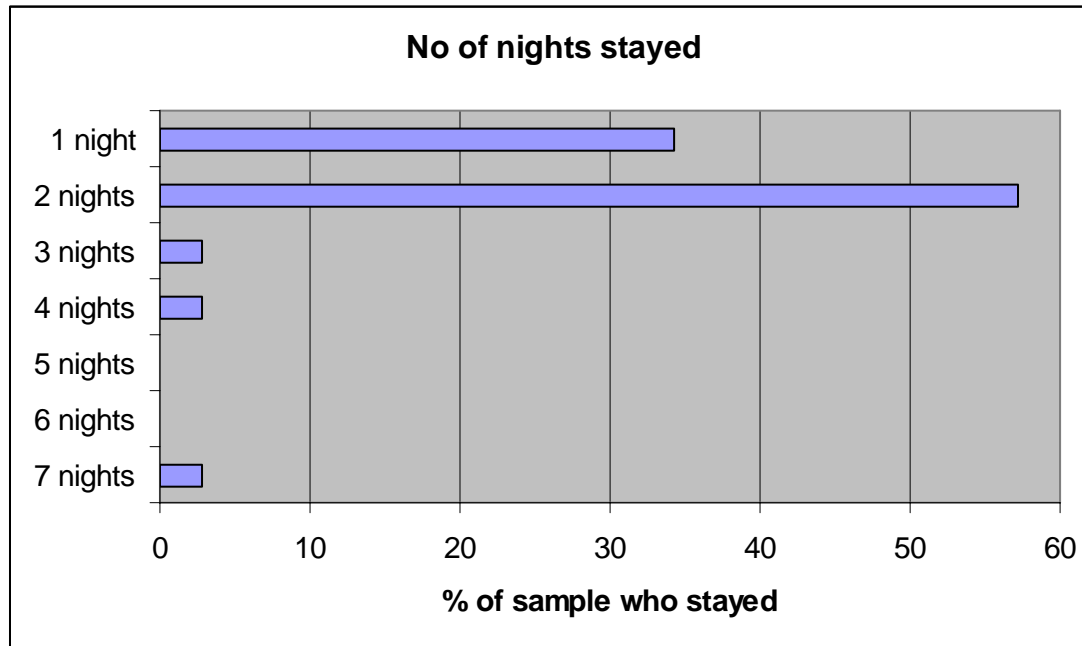
Where people stay



Where people stay

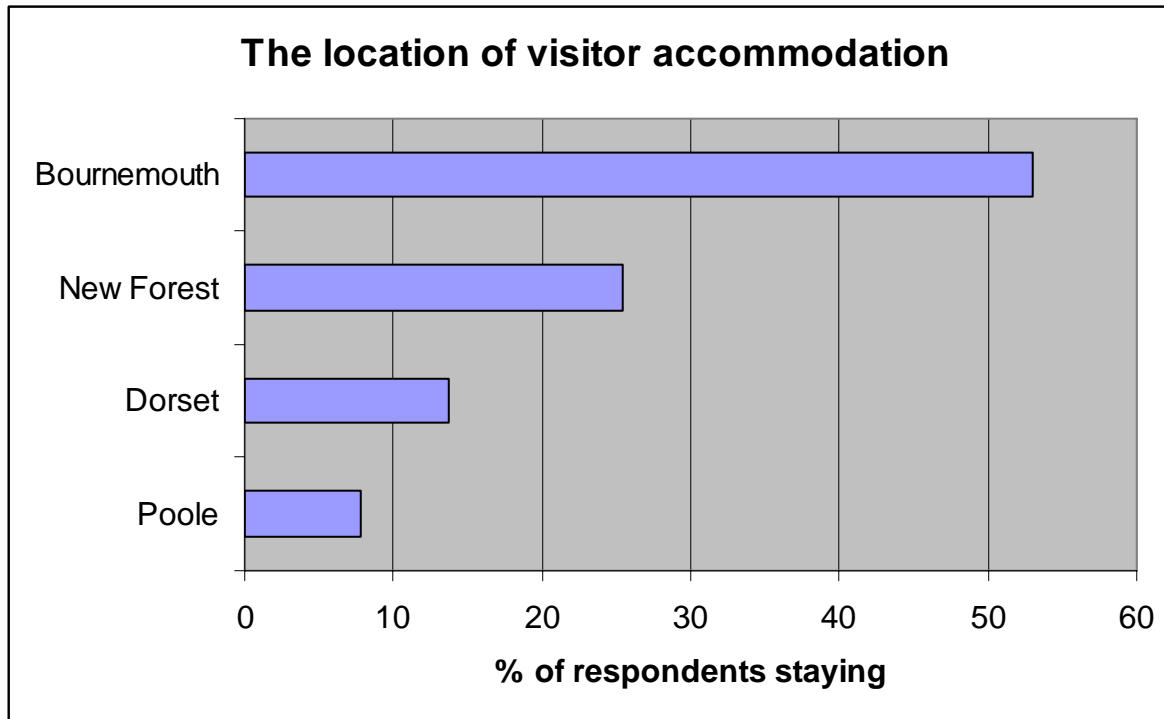
- Local hoteliers should be very happy with the result.
- One major hotel, The Bournemouth Marriott, is fully booked for the event.
- This is in low season in February.

How long did people stay?

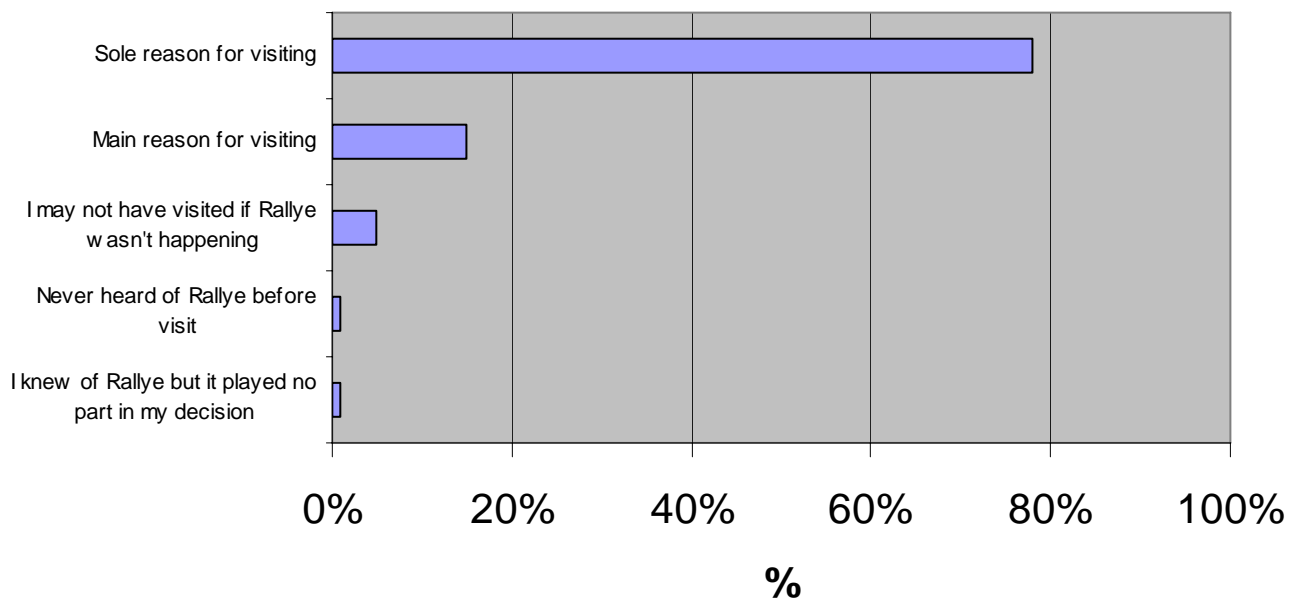


- 93% stay one or two nights
- 93% 留一或两晚

Where was the visitor accommodation?



What role did Rallye Sunseeker play in your decision to visit the area?



- It is clear that for more than 80% of the sample that without Rallye Sunseeker they would not visit the area in February.
- This is a critical figure to place in front of tourist authorities to show how the event helps the area out-of-season.



How much was spent?

- Rallye Sunseeker injected at least **£718,000** (9,325,525.30 MOP) into the local Dorset economy.
- Each spectator individually spent **£11** (142.875 MOP) on food and drink.
- Each accommodation provider received **£29** (376.671 MOP) per person.
- Travel costs (petrol and fares) were **£9** (116.905 MOP) per person.
- Other costs (car parking, etc.) were **£24** (311.747 MOP) per person.



How much was spent?

- The competitors spent by far the most.
- £718,000 (9,325,525.30 MOP) was a conservative figure
- An improved methodology would have revealed a much larger figure.



How could the research methodology be improved?

- Many spectators view for free in public places along the 51 miles of the competitive route.
- This is where an online strategy helped.



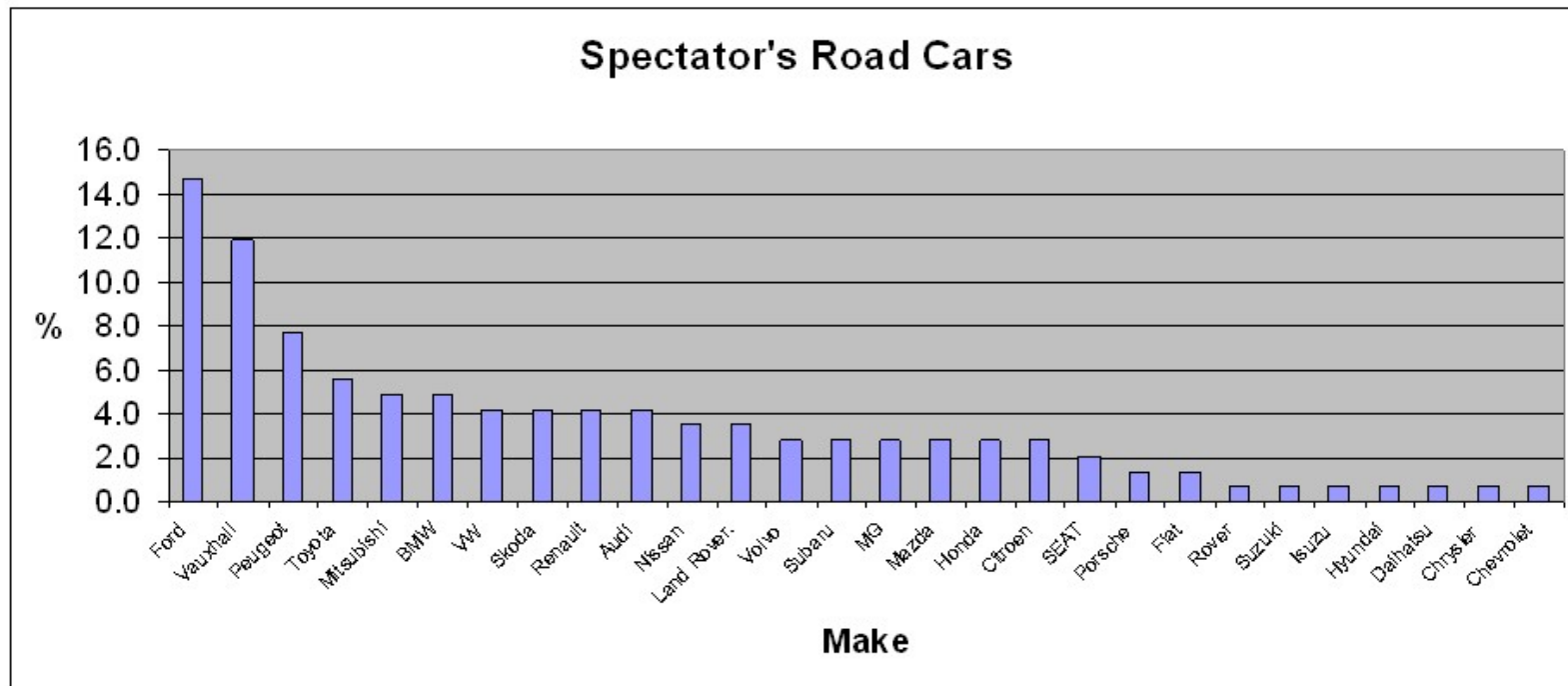
We found out lots of extra information about the spectators

For example the following might be useful to the Ford Car Company

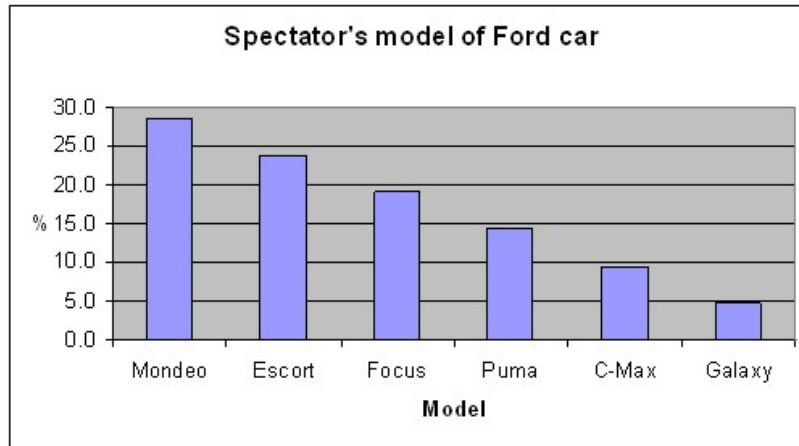




Spectator's Road Cars



What make of Ford car do spectators drive?



Mondeo



Escort



Focus



Puma



C-Max



Galaxy



Links

- [Rallye Sunseeker 2011](#)
- [Dulux MSA British Rally Championship](#)
- [Official video 2011](#)
- [Sunseeker International](#)



Live rates at 2011.03.18 14:46:00 UTC
1.00 GBP = 12.9909 MOP





Bournemouth



澳门

谢谢你听。
是否有什么问题吗？
(英文！)

Thank you for listening.
Are there any questions?
(In English!)

The End

