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

<table>
<thead>
<tr>
<th>Classifications</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>upper middle class</td>
</tr>
<tr>
<td>B</td>
<td>middle class</td>
</tr>
<tr>
<td>C1</td>
<td>lower middle class</td>
</tr>
<tr>
<td>C2</td>
<td>skilled working class</td>
</tr>
<tr>
<td>D</td>
<td>working class</td>
</tr>
<tr>
<td>E</td>
<td>those at lowest level of subsistence</td>
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</tbody>
</table>

- Classifications A and B are considered higher managerial, administrative, or professional classes.
- Classifications C1, C2, D, and E are lower classifications such as supervisory or clerical, skilled manual workers, semi and unskilled manual workers, and 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

Types of accommodation used

- Hotel
- Home of a friend or relative
- Guest House
- Camper Van, Mobile Home
- Touring Caravan, Tent
- Static Caravan, Chalet
- Self Catering, Flat, Cottage

% of those staying
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?

The location of visitor accommodation

- Bournemouth: 52% of respondents staying
- New Forest: 25% of respondents staying
- Dorset: 15% of respondents staying
- Poole: 10% of respondents staying
What role did Rallye Sunseeker play in your decision to visit the area?

- Sole reason for visiting: 80%
- Main reason for visiting: 20%
- I may not have visited if Rallye wasn't happening: 5%
- Never heard of Rallye before visit: 1%
- I knew of Rallye but it played no part in my decision: 1%

%
• 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
What make of Ford car do spectators drive?

![Bar chart showing the percentage of spectators driving each Ford model: 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
Thank you for listening.
Are there any questions?
(In English!)
The End