



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

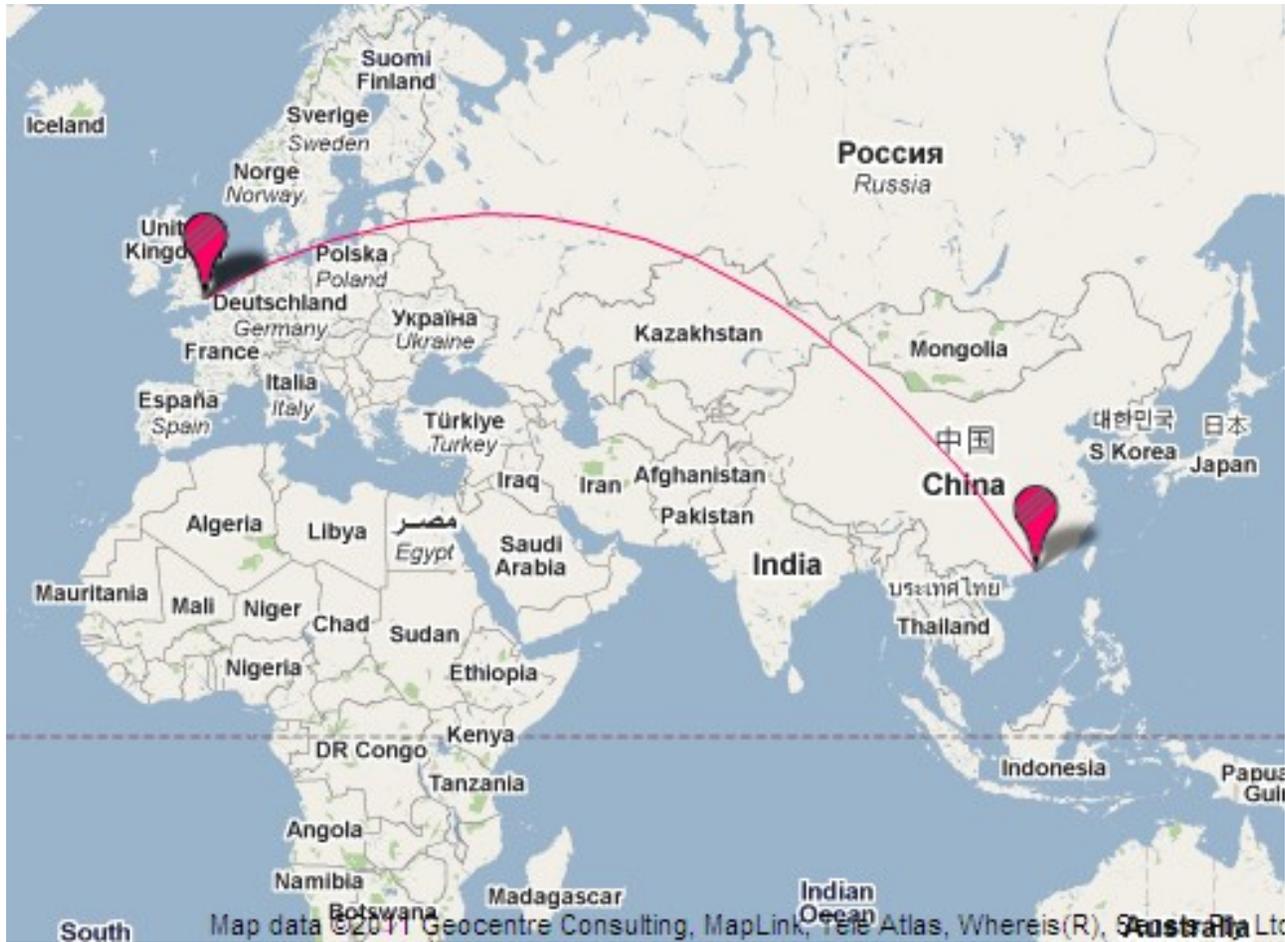
Dr Bruce Grant-Braham – 31.03.11

# 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?



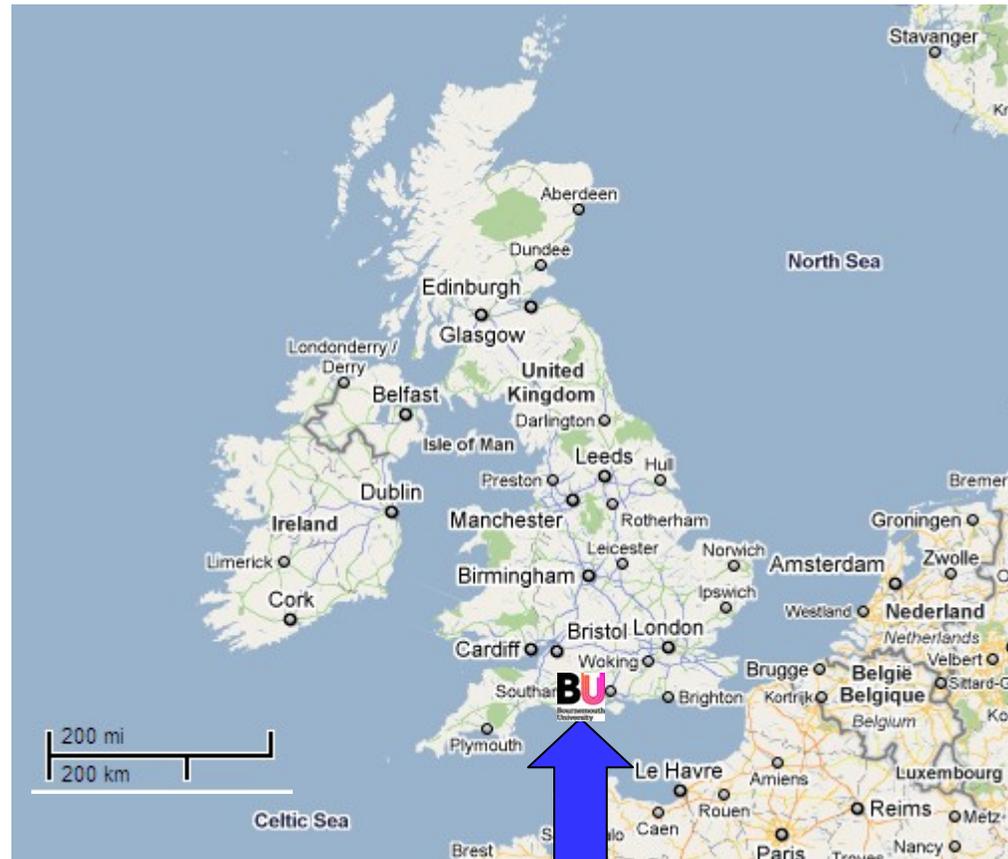
**BOURNEMOUTH - 6041 miles / 9722 kilometers - 澳门**



# Where is Bournemouth University?



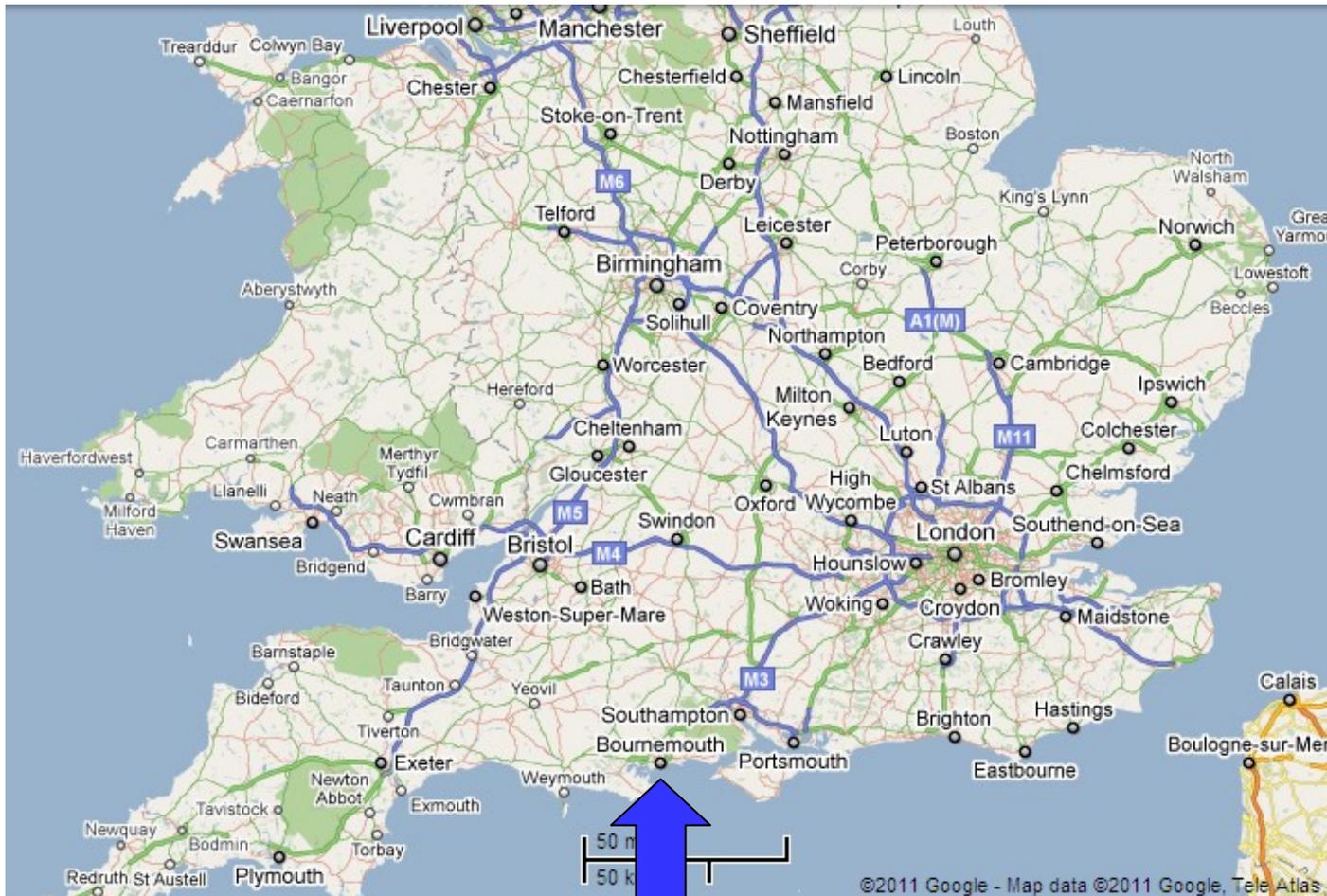
# Where is Bournemouth University?



# 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

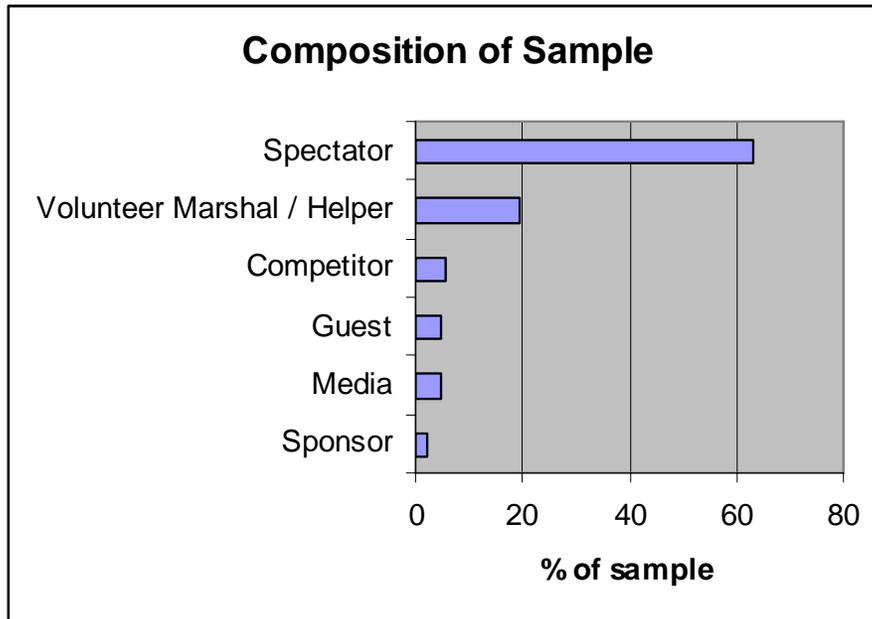
- To achieve our aims a questionnaire was devised containing questions with two elements:
  1. A Fan Survey
  2. An Economic Impact Survey

# 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



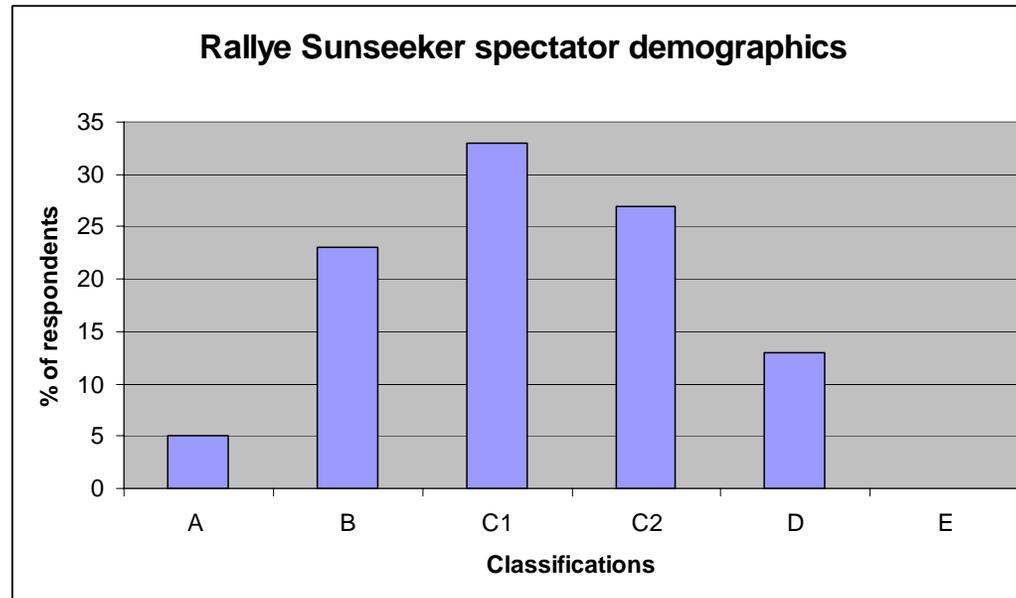
# The research sample reflects the total audience



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

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

# Spectator Demographics

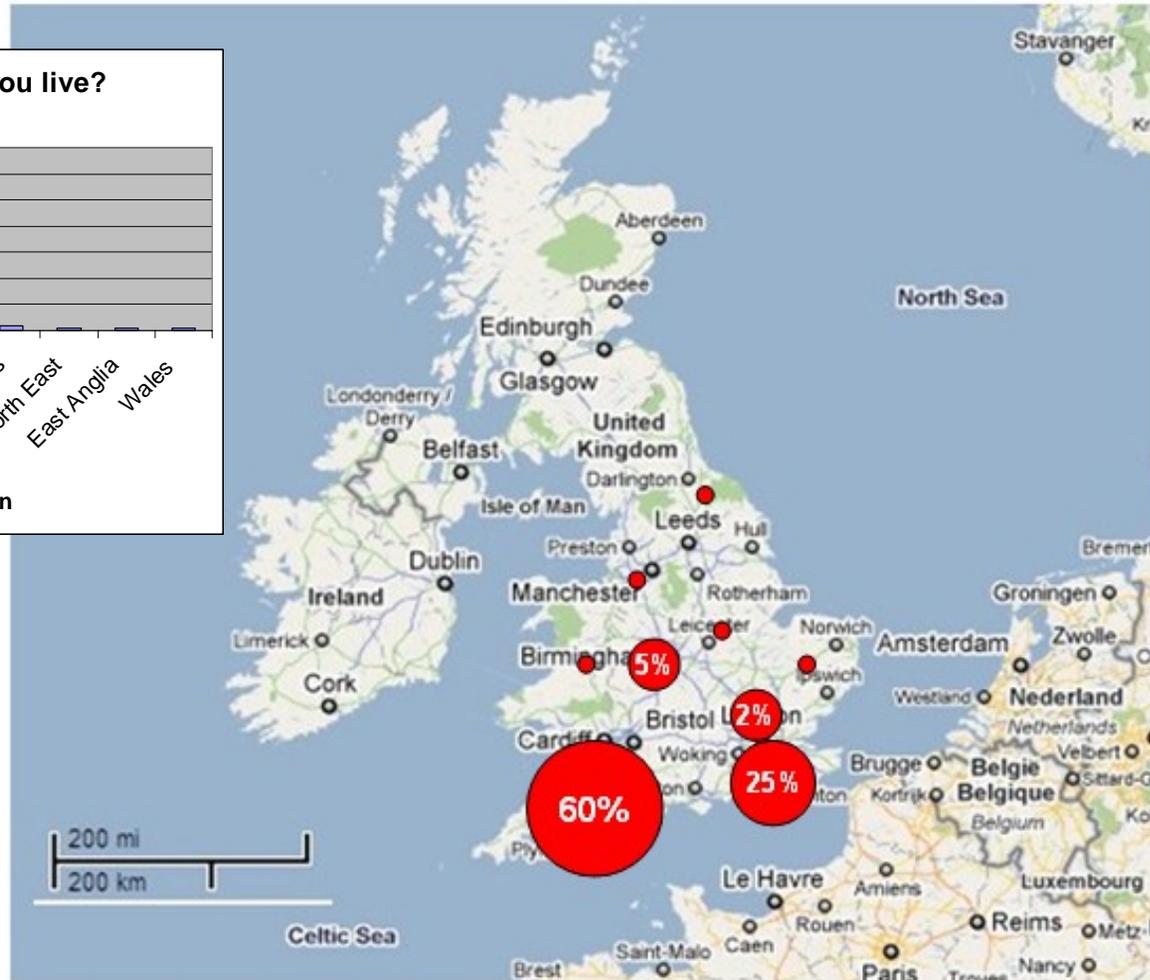
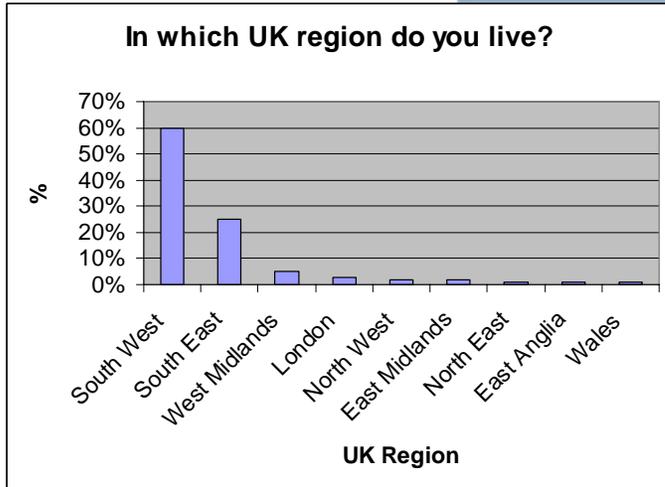


A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional
C2	skilled working class	skilled manual workers
D	working class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

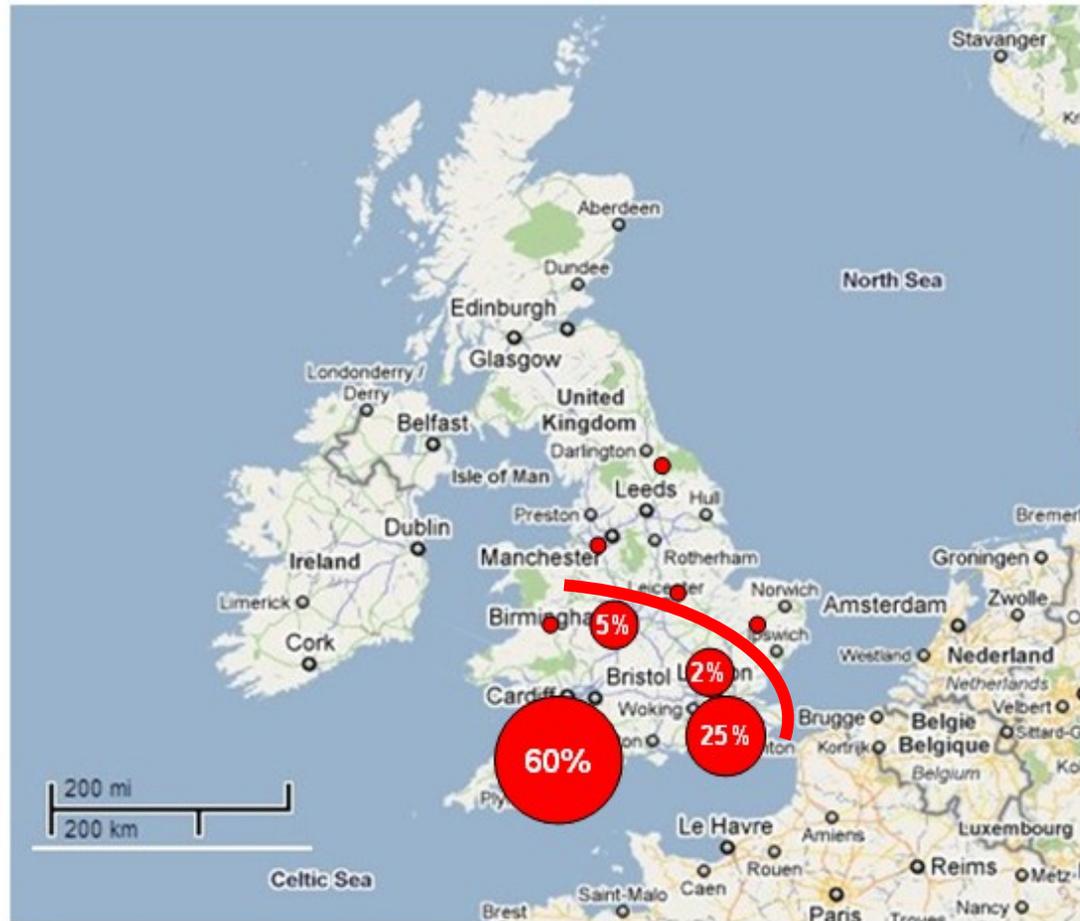
# Spectator Demographics

- 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?

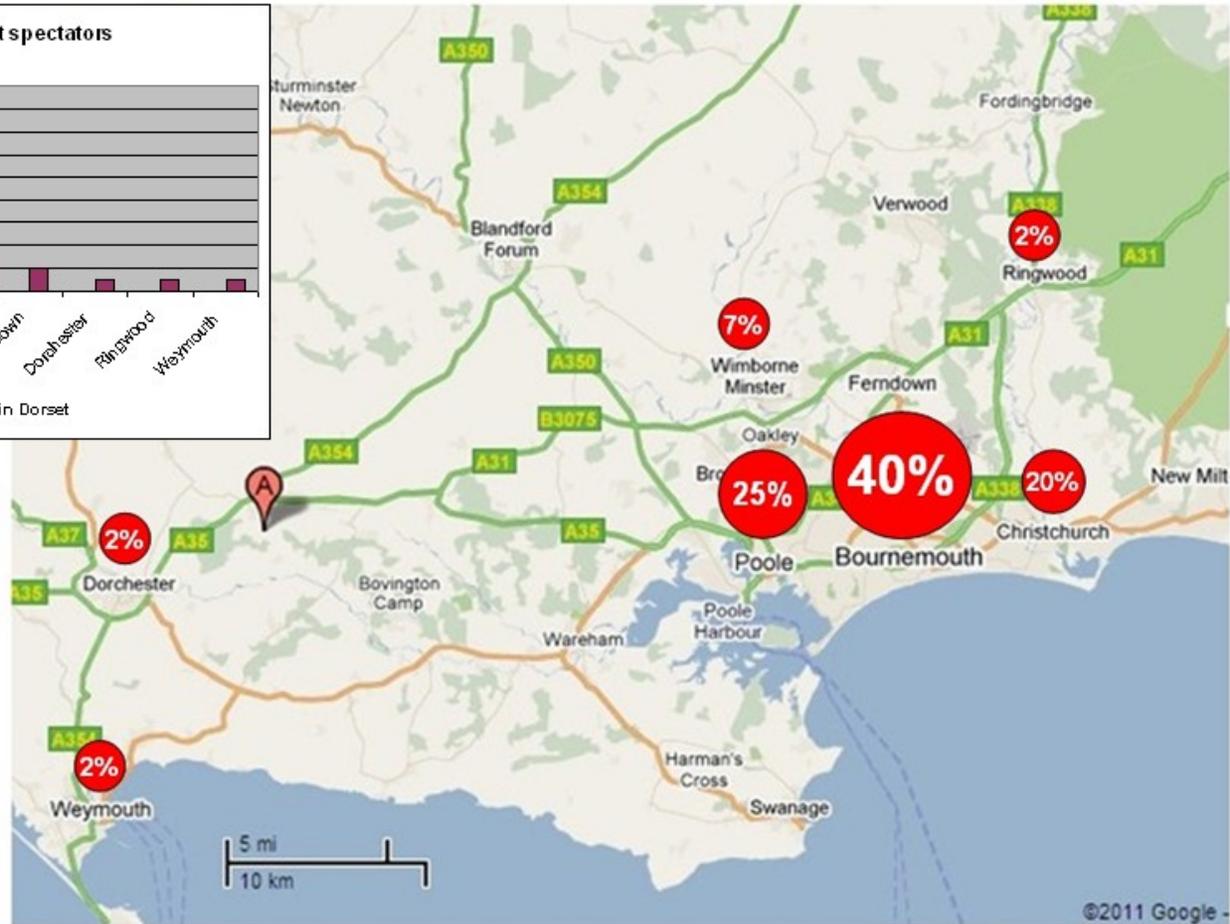
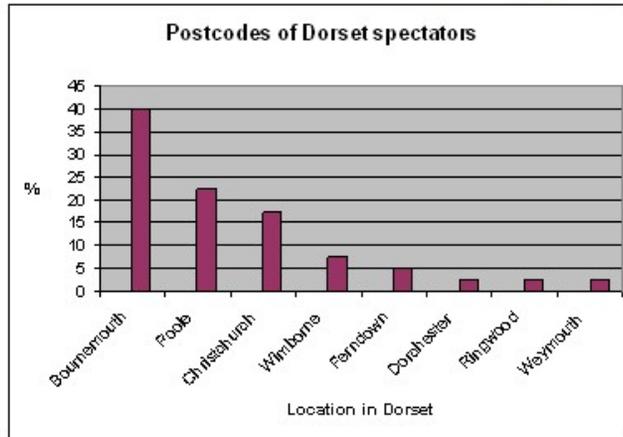


- 92% of the audience came from within 241 kilometres / 150 miles
- a 2.5 hour drive

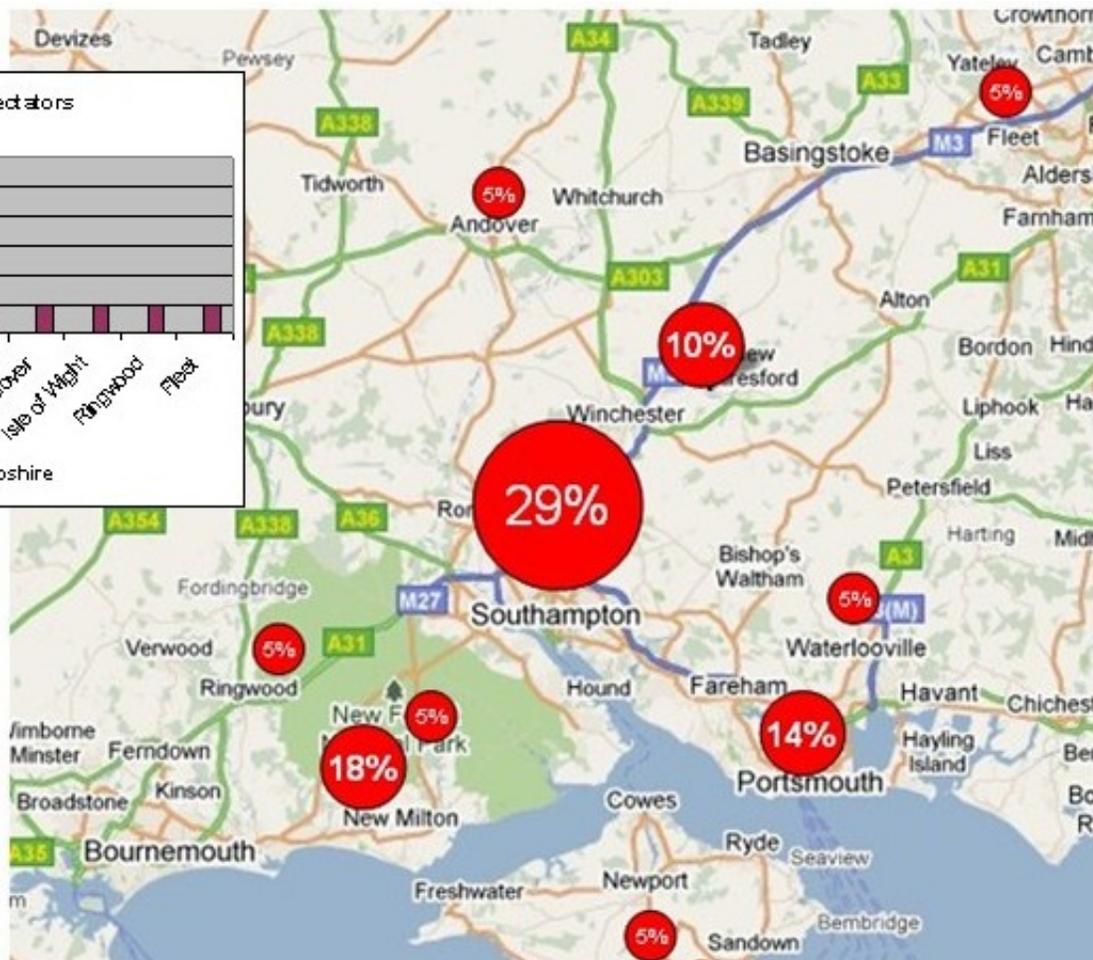
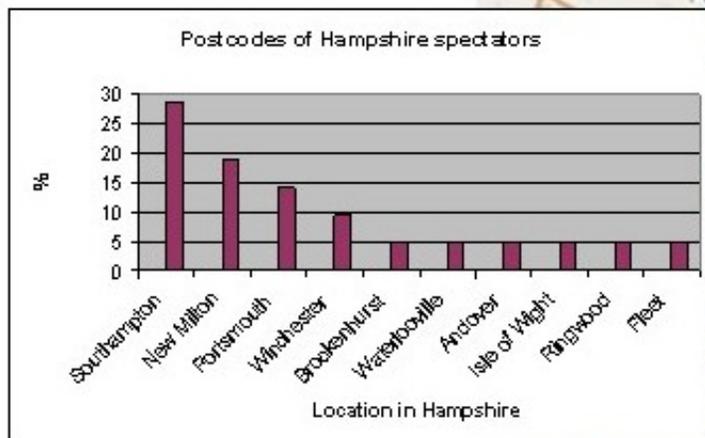




# Where Dorset spectators live



# Where Hampshire spectators live

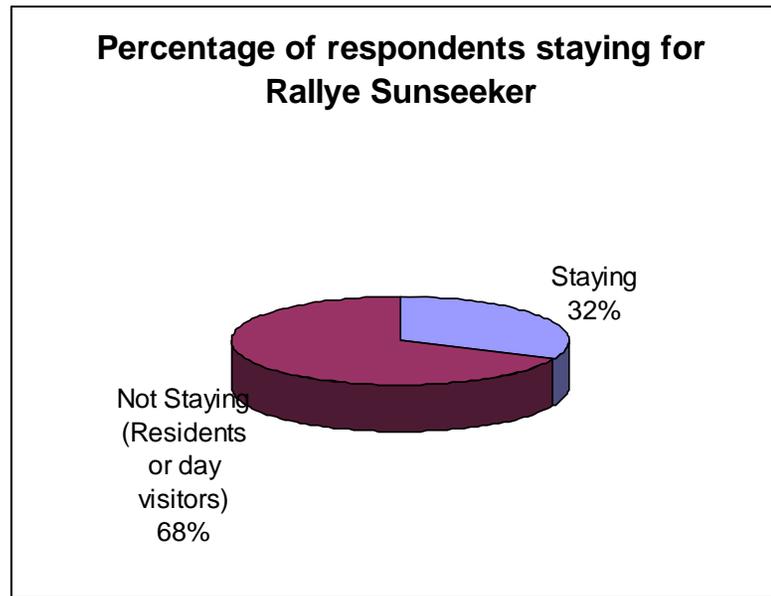


The majority of the audience would not need to stay in the area as they lived very close



# Percentage of respondents staying for Rallye Sunseeker

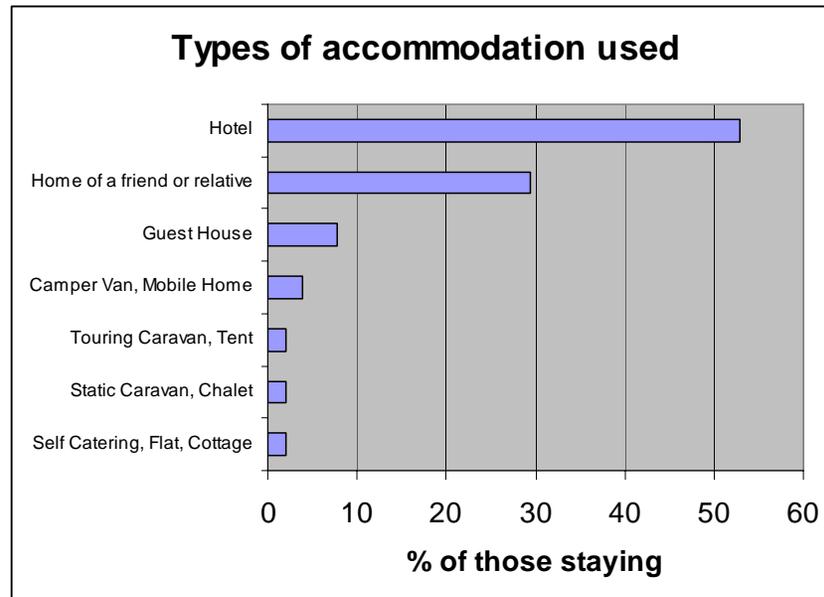
- 68% Do not stay



- 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.

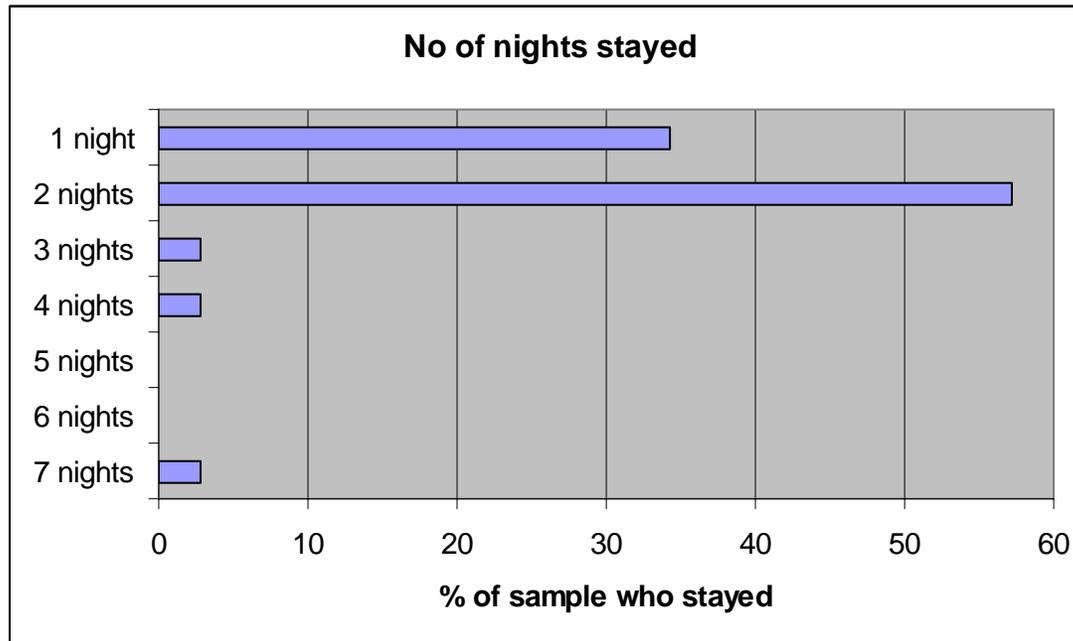
# Where people stay



# Where people stay

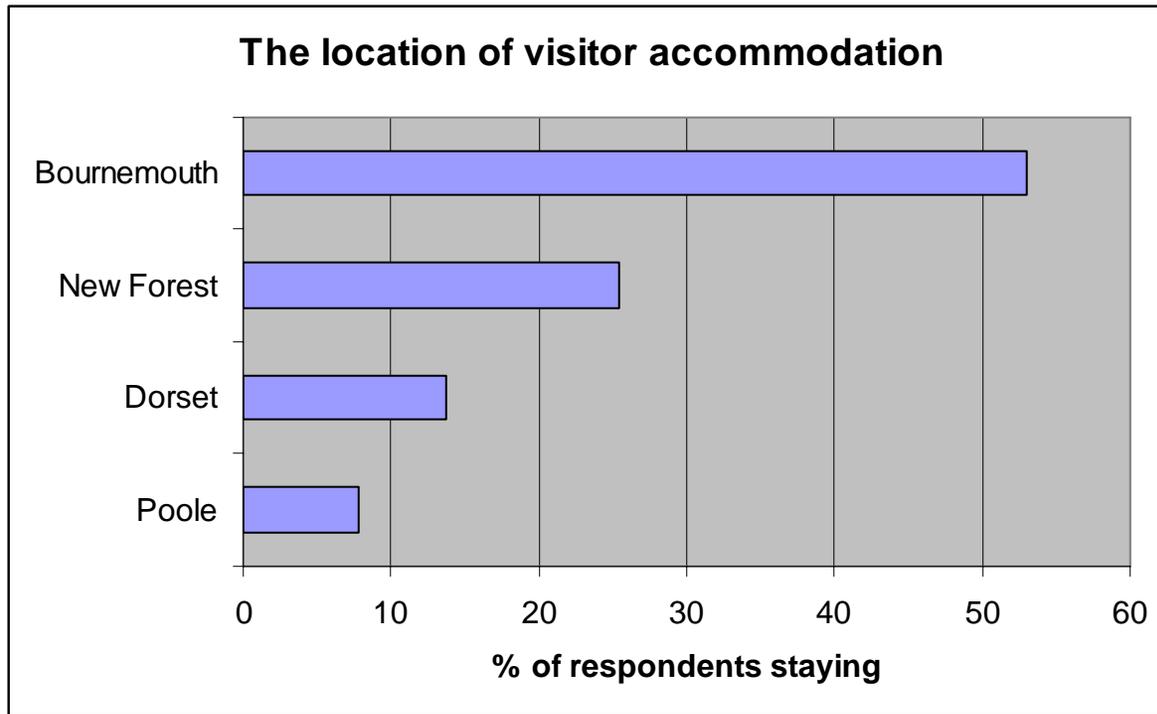
- Local hoteliers should be very happy with the result.
- One major hotel, The Bournemouth Marriott, is fully booked for the event.
- This is in low season in February.

# How long did people stay?

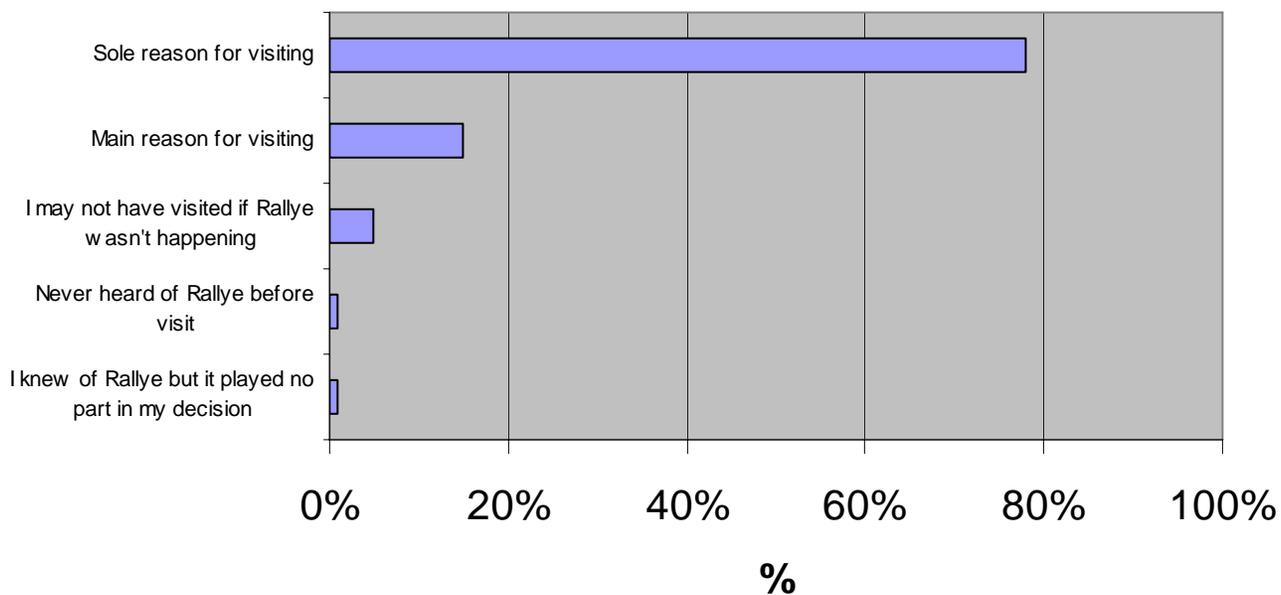


- 93% stay one or two nights
- 93% 留一或两晚

# 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?

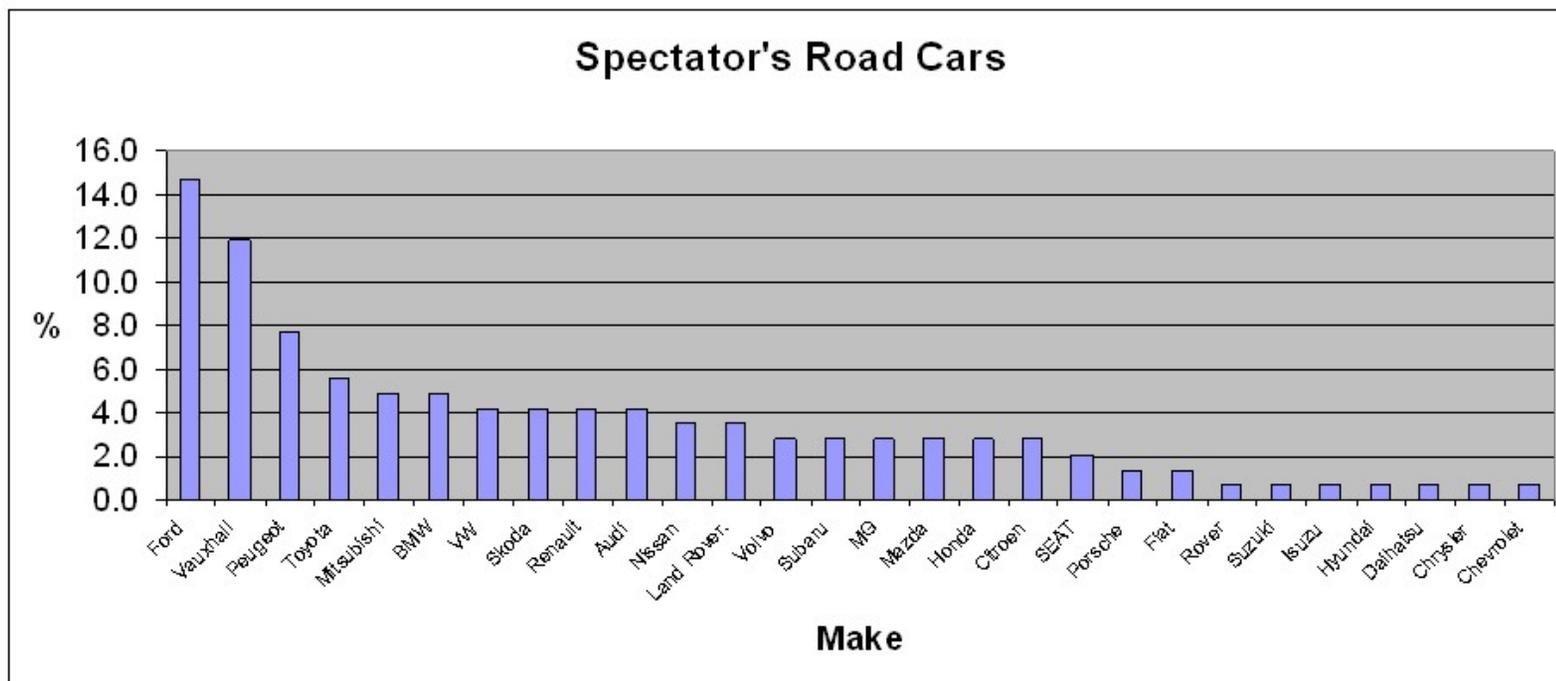
- Many spectators view for free in public places along the 51 miles of the competitive route.
- This is where an online strategy helped.



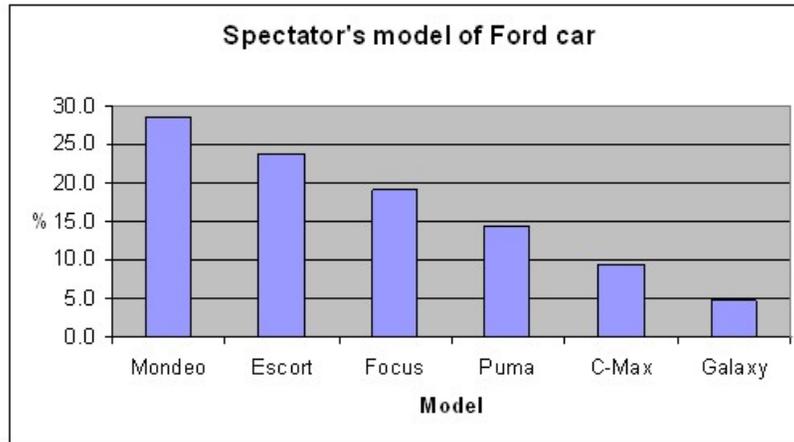
We found out lots of extra information about the spectators

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





# 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

