

Regional Events Fund – Economic Impact Analysis Support

To assist with providing some of the information required by MBIE for your post event report you will need to conduct an event attendee survey.

We have provided some information below and a set of questions to help you obtain the information required by MBIE.

Methodology:

Step One

The primary measurement is to determine the number of people that attend the event. If your event is ticketed, you will know the attendance numbers from the ticketing agency. If there is no ticketing number information, then a crowd counting technique has to be used.

Step Two

Once the total number has been determined, the proportion or number of those from outside the hosting region has to be identified. If your event uses a ticket distribution technique that does not allow for the identification of out-of-region visitors, then this has to be determined when the interviews take place and this process is described later in these guidelines.

Step Three

The next measurement is designed to establish how long the visiting event attendees stayed in the region as a result of the event.

Step Four

The average daily expenditure of the visitors needs to be determined so that the overall economic impact is assessed. One of the variables that can cause confusion is accommodation. If a visitor stays in a non-commercial accommodation, like friends or family, then there is no accommodation expenditure to record. However, experience shows that some visitors look to make up for the free accommodation by taking their hosts out for dinner or event tickets which should be recorded in their spend data.

The average daily expenditure should endeavor to cover all trip expenses such as:

- Accommodation
- Food and drink
- Taxis, ubers, driving and parking expenses
- Entertainment
- Retail spend e.g. souvenirs, clothing and visits for example a zoo.

Example of Economic Impact Assessment

It's likely that your event fits into one of the two event categories below:

Example 1

An event is held and there are 5,000 tickets sold.

From the ticket sales agency it was able to be determined that 3,000 people were outside of the host region.

An example of an appropriate questionnaire is a provided below.

Example 2

An event is held and there are 5000 tickets sold.

This event does not use a ticket sales agency, and a number of community-based outlets sell the tickets, so no demographic information is collected. Therefore, you will not be able to initially determine how many people were from outside of the host region.

In this case, you will need to use a screener question, which is the very first question a person asks, namely, where do you live? If they are from outside of the host region then your volunteers can proceed with the questionnaire, otherwise if from within the host region, then normally it is a case of thanking them and saying, thanks but we are looking to talk with visitors to the region.

Please see below for questions to be asked. Feel free to use your own communication style appropriate to your event but **do not alter the questions asked**. A minimum of 10% of your event attendees is an acceptable sample size for returned surveys:

Questionnaire for Out-Of-Region Visitors

Hello, do you mind if I ask you eight questions, it takes no more than 3 minutes?

1. Where do you live? (If **outside of host region** then proceed with the questions, if within region, thank and close). (mandatory)
2. How long are you visiting this region? (mandatory)
3. On average, how much are you spending in total each day? (includes accommodation, food, drink, retail etc) (mandatory)
4. How many people are you paying for on this trip? (For example the person may be paying for other people. Enter a number) (mandatory)
5. Was attending this event your main reason for visiting this region? (mandatory)
6. Have you attended the event before? (optional)
7. How did you find out about the festival/event (optional)?
8. Please rate your overall satisfaction with your event experience (1 Very satisfied, 2 Satisfied, 3 Neither satisfied nor dissatisfied, 4 Dissatisfied, 5 Very Dissatisfied, 6 Don't know) (optional)
9. Thank and FINISH

From gathering the above information, you are required to provide in your post event report the following:

- Total number of event attendees
- Total number of out of region attendees
- Average length of stay of visit
- Average daily expenditure of visiting attendees

Privacy Law issues

- There is no need to collect anyone's name, address or any other personal details. The absence of personal information makes the privacy data management much easier.
- It is important to reiterate to your interviewers/in your surveys, that if they are asked, the data collected will be solely used to determine the impact of the event. The data collected will not be used for any other purpose. All data will be reported in an aggregated format and the report is the property of the IMA to use.
- If a respondent asks if they can see a copy of the end report, the answer is yes. However, they have to give their email or provide some other way in which to send the report. You should brief your interviewer on how to respond to this.

Please don't hesitate to ask your Regional Events Funding Coordinator if you have any questions about the above.