



V1  
Report

P1613 Events 2012  
Visitor Research and Economic Impact  
Assessments

*For Liverpool City Council*

# Tall Ships Regatta

31<sup>st</sup> August-2<sup>nd</sup> September 2012

Prepared for  
Liverpool City Council



28<sup>th</sup> September 2012

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## executive summary

	<p>This year's Tall Ships Regatta took place between 31<sup>st</sup> August and 2<sup>nd</sup> September 2012, with an estimated total attendance of 70,000 people. This report is based on data collected from 384 face-to-face interviews with attendees at the event, with this representing estimates of spend for up to 1,050 individuals.</p>
<b>profile &amp; visitor origin</b>	<ol style="list-style-type: none"> <li>1. Over four in ten (42.6%) respondents were aged 65+ and nearly a fifth (19.3%) were aged 55-64 - implying a bias towards an older audience</li> <li>2. A third (33.1%) of respondents came with their family. A further 28.8 per cent came with their partner or spouse and a fifth (21.7%) attended the event on their own.</li> <li>3. Looking at the profile composition of all party members, over three in ten (34.7%) were 65+.</li> <li>4. Over four in ten (41.9%) of visitors came to the event from Liverpool and a further 8.7 per cent from other parts of Merseyside. A further 17.4 per cent of visitors came from Cheshire and 15.1 per cent came from other parts of the UK (including Stoke on Trent and Staffordshire).</li> </ol>
<b>residents, day and staying visitors</b>	<ol style="list-style-type: none"> <li>5. Over four in ten of people interviewed were either a resident of Liverpool (43.8%) or on a day trip from home (42.2%). A further one in ten (9.6%) were staying visitors</li> </ol>
<b>visitor behaviour</b>	<ol style="list-style-type: none"> <li>6. Over a half (52.3%) reached the event by public transport - with 26.8 per cent by train and 25.5 per cent by coach or bus. A further 34.7 per cent travelled by car.</li> <li>7. Of the 382 respondents who responded to the question on how important the Tall Ships Regatta was to their decision to be in Liverpool, over half (53.7%) stated it was the sole reason.</li> <li>8. The decision to visit the event was made in the 7 days before the event by nearly half (48.3%) of respondents and over a quarter (25.5%) made the decision to attend the event on the day itself.</li> </ol>
<b>marketing</b>	<ol style="list-style-type: none"> <li>9. Over a quarter (25.5%) found out about the event through a newspaper and nearly a quarter (23.6%) through word of mouth. These two sources also had the biggest influences on people's decision to visit the event.</li> </ol>
<b>visitor satisfaction</b>	<ol style="list-style-type: none"> <li>10. Overall enjoyment provided by the event (96.2%) and the event quality (95.7%) scored the highest ratings of satisfaction. Value for money</li> </ol>

	<p>(95.5%) and suitability of the event venue (94.9%) also scored high levels of satisfaction.</p> <p>11. Lower satisfaction scores were awarded for parking facilities (44.3%) and event signposting (44.0%).</p>
<b>economic impact</b>	<p>12. The average spend by all visitors to the Regatta was approximately £31.83 per person per night. Visitors staying overnight in the city spent on average £24.40 per person per night on accommodation.</p> <p>13. Gross visitor spend is calculated as £1,585,764 of which £1,569,906 was generated for Liverpool and £15,858 for the rest of Merseyside.</p> <p>14. £980,427 of the visitor spend and £360,733 generated in local supply businesses is estimated to be additional or abstracted spend generated for Liverpool that would not have occurred had the event not been held.</p> <p>15. The net direct and indirect impact of the Tall Ships Regatta to the Liverpool economy was £2,149,295. However, this is based on visitor spending only and would have been higher if the spending by businesses involved in the event had been included in the study.</p>

## section 1

## background and introduction

### 1.1 introduction

Following the success of Liverpool's programme of events to celebrate its year as European Capital of Culture in 2008, an events programme has been developed to run since then. In order to monitor the impact of these events and to ensure that they can continue to be improved and developed in future years, Vector Research was commissioned to conduct a series of visitor and economic impact studies at four key events during 2012.

Event research was brought together by Liverpool City Council in both 2007 and 2008 to more fully understand the economic impacts of the City's 800<sup>th</sup> birthday year and 2008 Capital of Culture events programme. The 2012 programme of research builds on work carried out in previous years, allowing comparisons to be drawn between events.

The Tall Ships Regatta took place between 31<sup>st</sup> August and 2<sup>nd</sup> September 2012. This year's event saw an estimated total attendance of 70,000 people.

### 1.2 research requirements

The research aims were:

- To identify and quantify the visitor element of economic impact of the 2012 events programme in Liverpool, Merseyside and North West England, including the number of jobs created and supported;
- To develop a profile of the audiences for each of the events included in the research, and;
- To obtain consumer perceptions of the events and suggestions for future improvements, from both local residents and visitors.

More specifically the research was designed to use fieldwork and multiplier analysis to gather:

1. Audience Profile;
2. Lifestyle characteristics;
3. Motivations, key drivers and triggers for attendance including the role of the city in deciding to visit;
4. Influence of marketing in the decision to attend;
5. Length of stay in Liverpool and NW England;
6. Modes of transport used to travel to, and within the City;
7. Quality of experience including satisfaction with and image of the events and Liverpool, and;
8. Visitor expenditure (direct, indirect and induced).

### 1.3 the research approach

Vector Research conducted 384 face-to-face interviews with visitors at the Tall Ships Regatta.

The fieldwork was conducted using a method of random sampling and was spread by time of day and location in order to ensure a representative coverage. Interviews were conducted on Friday, Saturday and Sunday.

It should be noted then that the survey sample should not be considered representative of visitors to Liverpool in general, because *event attendees* were specifically targeted in order to ensure that evaluative feedback data on the events was collected.

Surveys of this nature rely on inferring characteristics of the total attendance from a small sample of visitors. Only a survey which included each and every person at the event could hope to achieve total accuracy in its findings.

The table below describes the confidence intervals for values in this report, based on the survey sample (384 people), taken from the total population of 70,000 (the estimated attendance), at a confidence level of 95%.

Values attributed to the respondents in this survey will fall within this range in 95% of cases.

<b>table 1</b>	<b>Confidence intervals</b>
<i>% Response returned</i>	<i>Confidence interval (+/-)</i>
95 or 5	2.17
90 or 10	2.99
85 or 15	3.56
80 or 20	3.99
75 or 25	4.32
70 or 30	4.57
65 or 35	4.76
60 or 40	4.89
55 or 45	4.96
50	4.99

Appendix 1 shows the questionnaire used.

**section 2** **findings (1) profile & origin of visitors**

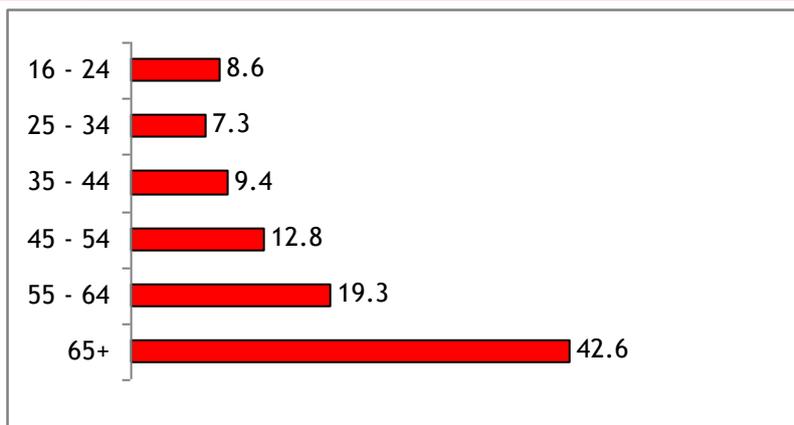
2.1 profile data of respondents

**2.1.1 age profile**

Figure 1 below shows the age profile of respondents<sup>1</sup>. Over four in ten (42.6%) were aged 65+ and nearly a fifth (19.3%) were aged 55-64 - implying a bias towards an older audience.

figure 1

Age profile



Percentage base=383

**2.1.3 gender profile**

Over half of respondents (52.5%) were males and 47.5 per cent were females.

**2.1.4 disability**

44 of those interviewed (12.1%) considered themselves to have a longstanding illness, disability or infirmity.

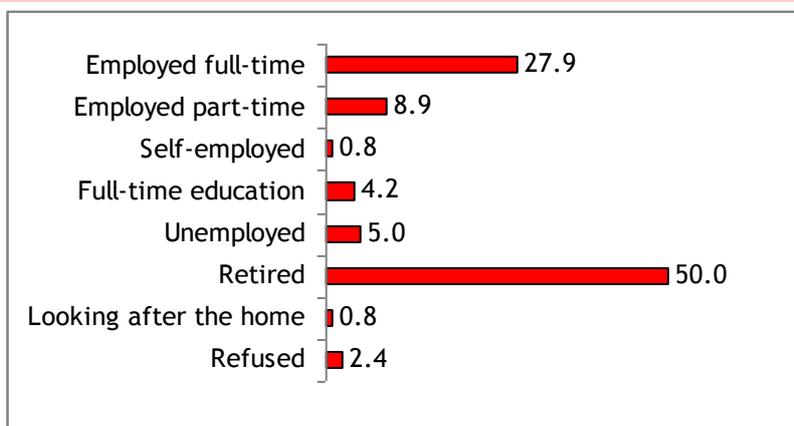
**2.1.5 employment status**

Figure 2 below shows the employment status of visitors to the Tall Ships Regatta.

A half of respondents (50.0%) were retired. Nearly three in ten (27.9%) were working full time and further 8.9 per cent were working part time.

figure 2

employment status



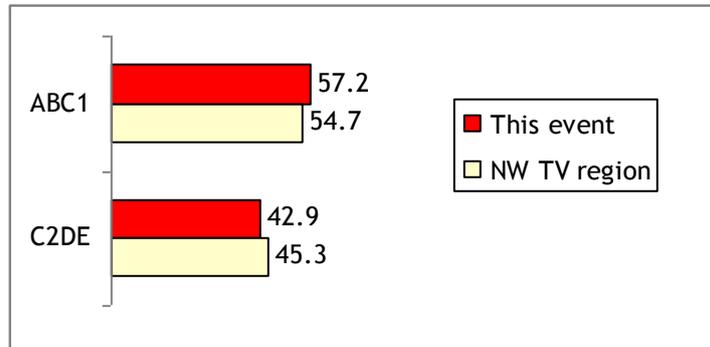
Percentages, base=380

<sup>1</sup> For a more accurate demography of visitors at the event rather than respondents, see section 2.2

Figure 3a below shows that ABC1s were very slightly over represented in this audience compared with the North West TV region profile. C2DEs were slightly under represented, with 42.9 per cent of event attendees in this group compared to 45.3 per cent for the region.

figure 3a

**social grade (All UK)**

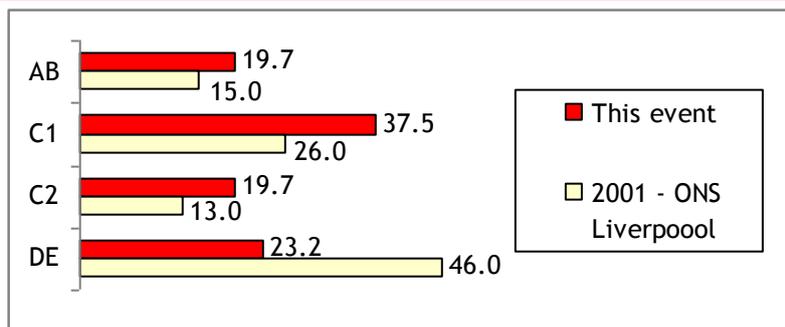


Percentages, base=315

Figure 3b shows an over representation of C1s and C2s but a significant under representation of DEs (i.e. skilled/economically inactive) amongst Liverpool residents attending the event.

figure 3b

**social grade (Liverpool residents)**



Percentages, base=315

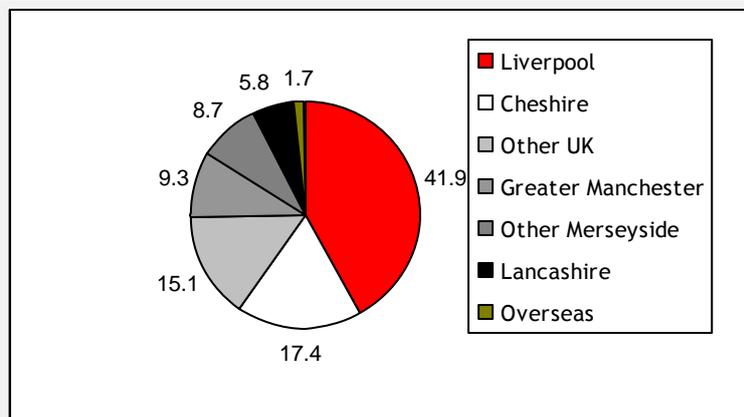
**2.1.6 location of residence**

Analysis of respondent's place of residence identifies that over four in ten (41.9%) of visitors came to the event from Liverpool and a further 8.7 per cent from other parts of Merseyside.

A further 17.4 per cent of visitors came from Cheshire and 15.1 per cent came from other parts of the UK (including Stoke on Trent and Staffordshire).

figure 4

**location of residence**

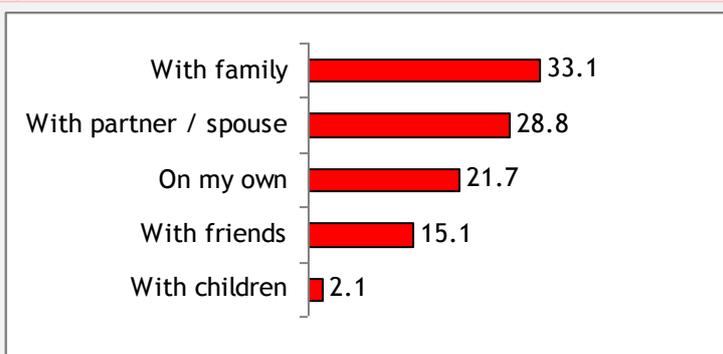


Percentages, base=164

## 2.2 group composition

Respondents were asked whether they had attended the event alone or as part of an organised group. A third (33.1%) of respondents came with their family. A further 28.8 per cent came with their partner or spouse and a fifth (21.7%) attended the event on their own.

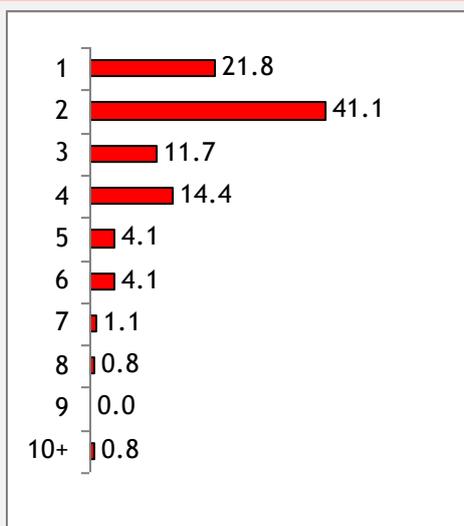
**figure 5** personal group



Percentages, base=378

Linked to the above data, figure 6 records the size of groups at the event.

**figure 6** personal group



Percentages, base=367

The average group size was 2.7. Group size by type of party is detailed in table 2.

**table 2** mean group size

On my own	1.0
With partner / spouse	1.9
With family	3.9
With children	3.3
With friends	4.1
Organised trip	3.0

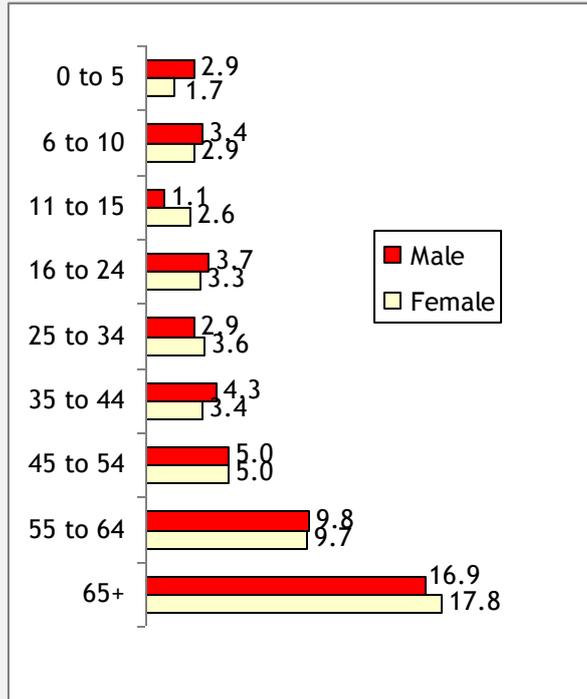
Our question on the gender and age makeup of respondent's whole visiting party gives us a broader picture of the age and gender of those present on the day.

Figure 7 shows that over three in ten (34.7%) were 65+.

The data in figure 7 also indicates an exact split (50.0%) of females and males attending the event.

figure 7

group demographic profile



Percentages, base=1096

**section 3**

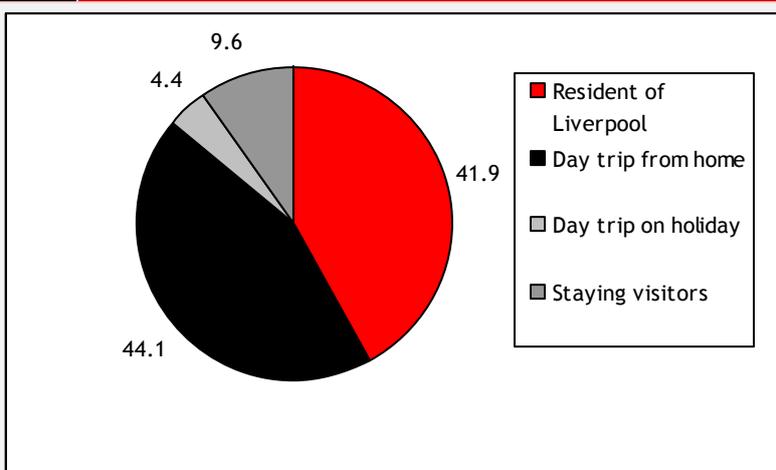
**findings (2) residents, staying visitors & day visitors**

**3.1 type of visitor**

Over four in ten of people interviewed were either a resident of Liverpool (41.9%) or on a day trip from home (44.1%). A further one in ten (9.6%) were staying visitors.

**figure 8**

**type of visitor**



Percentages, base=384

**3.2 accommodation details**

**3.2.1 length of stay**

On average, those staying in accommodation in Liverpool in all types of accommodation were staying 2.35 nights. When excluding those staying with friends and relatives, this decreases slightly to 2.2 nights for those staying in commercial accommodation. This is based on 40 respondents staying away in Liverpool.

**3.2.2 accommodation type**

28 respondents stated they had used commercial accommodation, as shown in table 3 below. Two respondents rented a house. The remaining ten stayed with friends and relatives.

**table 3**

**type of accommodation used**

Hotel	28
Rented House	2

**3.2.3 accommodation location**

40 respondents were staying in Liverpool and two elsewhere on Merseyside. Two were staying in another city or further afield and one person was staying elsewhere on Merseyside.

**3.2.4 accommodation expenditure**

The average spend by all visitors to the Regatta was approximately £31.83 per person per night. Visitors staying overnight in the city spent on average £24.40 per person per night on accommodation.

**section 4**

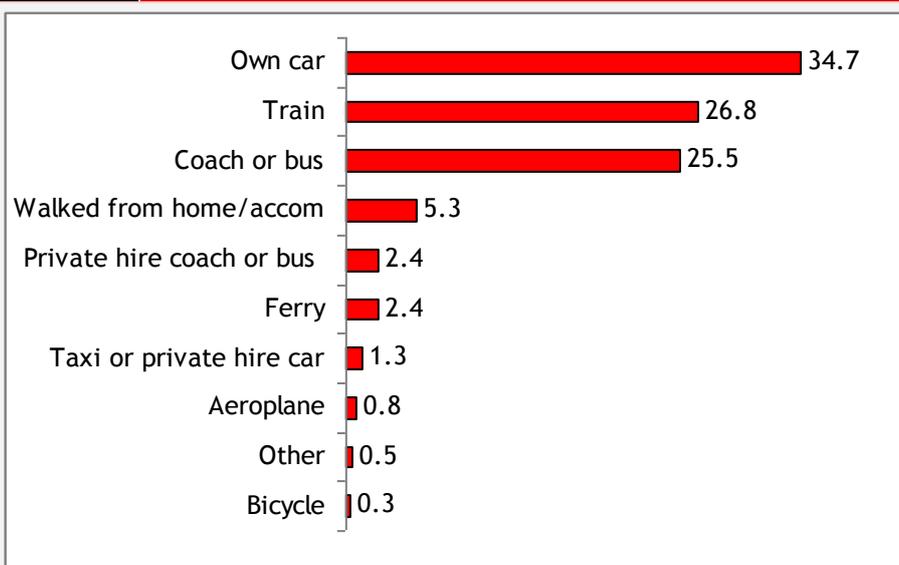
**findings (3) visitor behaviour**

**4.1 method of travel**

Over a half (52.3%) reached the event by public transport - with 26.8 per cent by train and 25.5 per cent by coach or bus. A further 34.7 per cent travelled by car.

**figure 9**

**mode of transport**



Percentages, base=380

**4.2 main reason for visiting Liverpool**

Over a half (55.8%) stated that attending this event was their main reason for visiting Liverpool. A further three in ten (30.2%) were present to see the city itself.

**figure 10**

**main reason for visiting Liverpool**

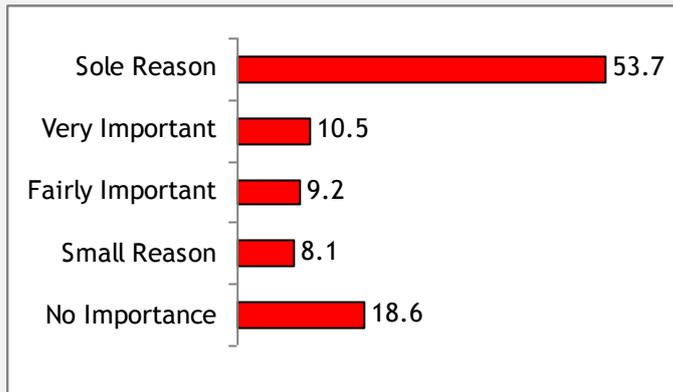


Percentages, base=215

Of the 382 respondents who responded to the question on how important the Tall Ships Regatta was to their decision to be in Liverpool, over a half (53.7%) stated it was the sole reason.

figure 11

importance of Music on the Waterfront in decision to visit Liverpool

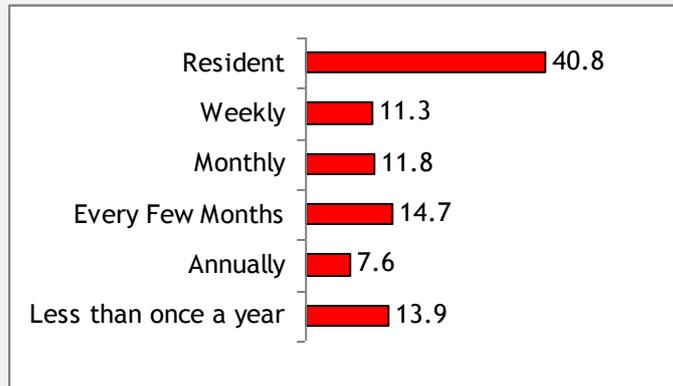


Percentages, base=382

Figure 12 shows that over four in ten (40.8%) were residents of Liverpool and over a fifth (23.1%) were regular visitors - with 11.3 per cent visiting weekly and 11.8 per cent monthly.

figure 12

frequency of visiting Liverpool



Percentages, base=382

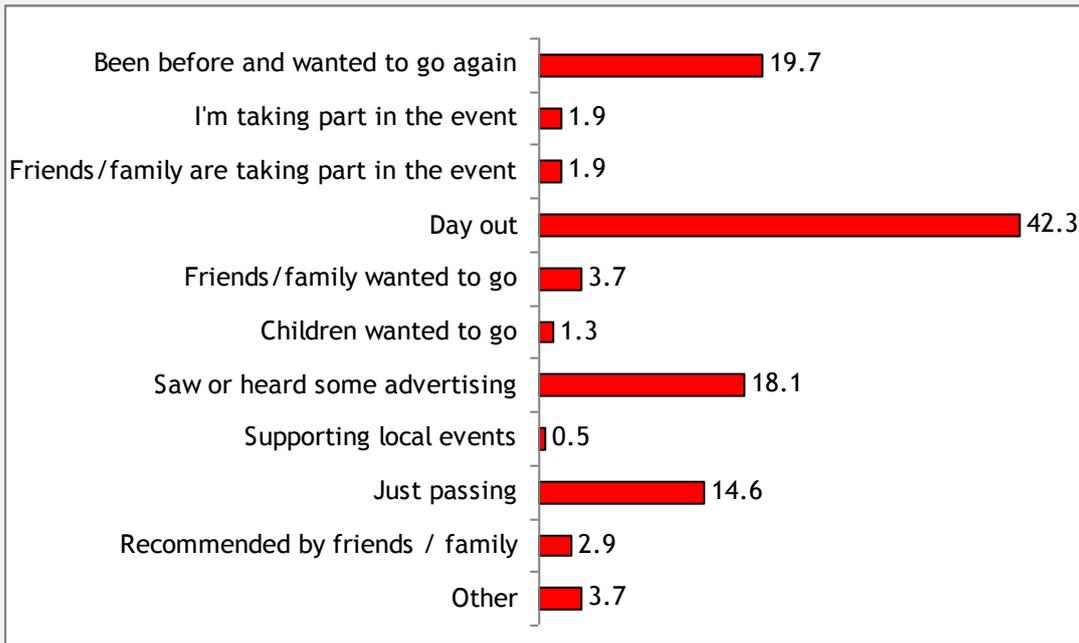
### 4.3 reasons for visiting event

Figure 13 shows the reasons for visiting the event.

Over four in ten (42.3%) stated they wanted a day out and a nearly a fifth (19.7%) had attended the Tall Ship Regatta before and wanted to go again. A further 18.1 per cent saw or heard some advertising.

**figure 13**

**reasons for visiting Music on the Waterfront**

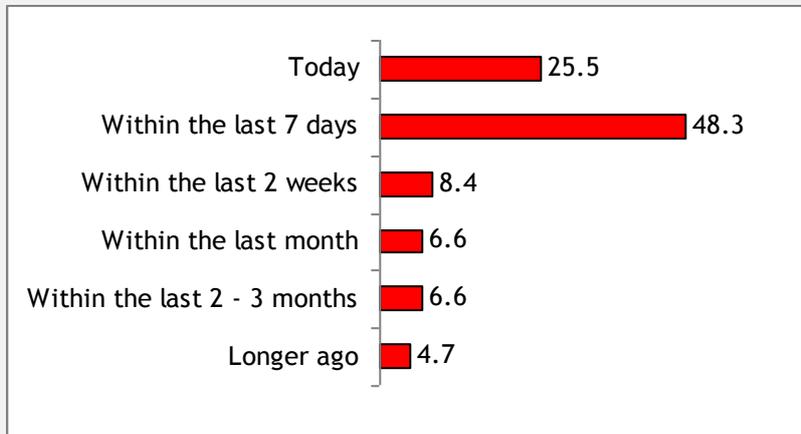


Percentages, base=376

Figure 14 shows that the decision to visit the event was made in the 7 days before the event by nearly half (48.3%) of respondents. Over a quarter (25.5%) made the decision to attend the event on the day itself.

**figure 14**

**advance planning of visit**



Percentages, base=381

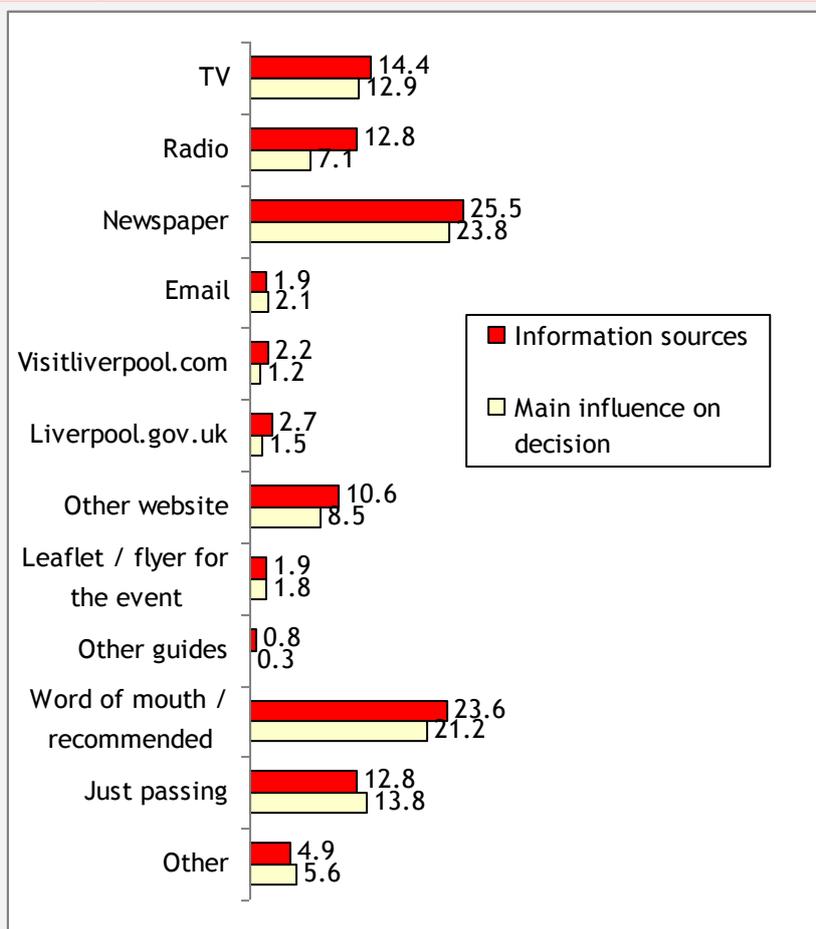
## section 5

## findings (4) marketing &amp; promotion

## 5.1 effectiveness of marketing activity

figure 15

## information sources and influences on visit



Percentages, base=368.340 (percentages do not total 100 as respondents could select more than one answer)

In an attempt to gain a measure of marketing channels used to promote the event, respondents were asked to detail how they found out the event and what the main influences were on their decision to visit the event.

Over a quarter (25.5%) found out about the event through a newspaper and nearly a quarter (23.6%) through word of mouth. These two sources also had the biggest influences on people's decision to visit the event.

Other media cited as being the main influence included:

- Television (12.9%) and
- Other web site (8.5%)

**section 6**

**findings (5) visitor satisfaction**

**6.1 satisfaction with event**

Visitors were asked to rate their levels of satisfaction with various aspects of the event using the likert scale (where 1= very dissatisfied and 5= very satisfied), as shown in figure 16 below.

Overall enjoyment provided by the event (96.2%) and the event quality (95.7%) scored the highest ratings of satisfaction. Value for money (95.5%) and suitability of the event venue (94.9%) also scored high levels of satisfaction.

Lower satisfaction scores were awarded for parking facilities (44.3%) and event signposting (44.0%).

**figure 16**

**satisfaction with the Tall Ships Regatta**



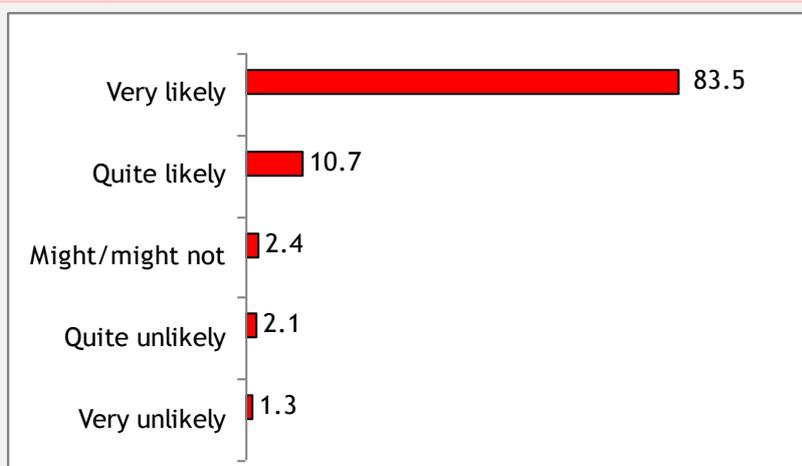
Percentages, bases=302-289

On this scale, a rating above 3.0 indicates a net satisfaction score, whilst any rating below 3.0 indicates a net level of dissatisfaction. Table 4 shows the mean score awarded by respondents. The overall score was 4.1.

table 4	mean satisfaction scores
Event publicity and promotion	3.3
Event signposting	3.1
Suitability of event venue	4.6
Public transport to/from the event	4.1
Parking facilities	3.5
Other facilities at the event e.g. toilets	4.2
Value for money offered by event	4.7
Event organisation and staff/stewarding	4.5
Event quality	4.6
Overall enjoyment	4.7
<b>OVERALL</b>	<b>4.1</b>

A good measure of satisfaction is to assess whether visitors would recommend the event to friends and family. Almost all (94.2%) of respondents who attended the event said they were very likely/likely to recommend the event. Just 3.4 per cent said they were very/quite unlikely to recommend the event to friends and family.

**figure 17** likelihood to recommend to friends/family



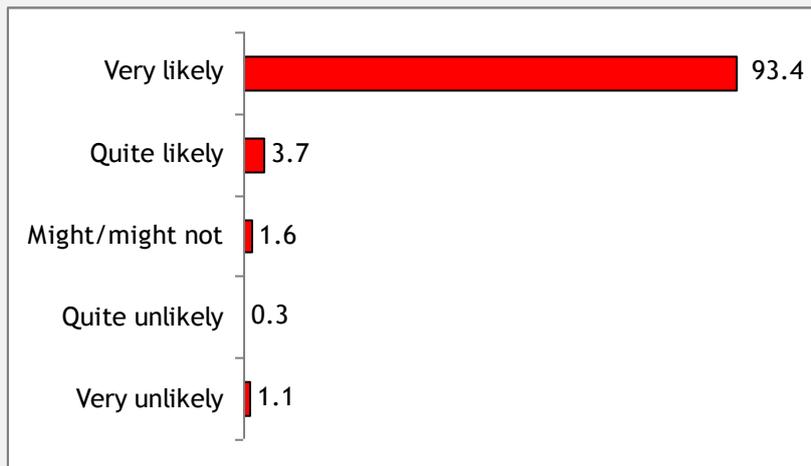
Percentages, bases=382

Respondents were also asked how likely they were to visit Liverpool again in the future.

Almost all respondents (97.1%) who visited the event stated they were very likely or quite likely to return to Liverpool.

Only 1.4 per cent stated they were quite/very unlikely to return to Liverpool.

**figure 18** **likelihood of visiting again**



Percentages, bases=379

Respondents were also asked if they had any suggestions for improvement and development of the Tall Ships Regatta, with the following mentioned:

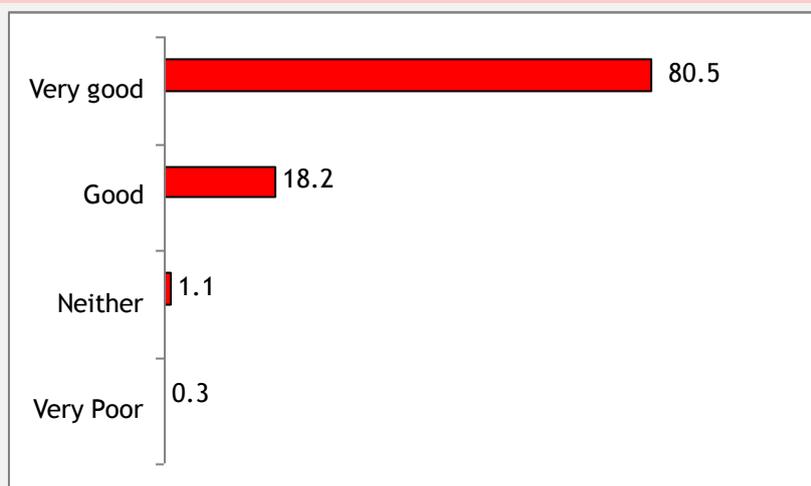
- Car parking too expensive (24 mentions)
- Better advertising/promotion of event (23 mentions)
- More ships (10 mentions)
- Better signage (6 mentions)
- Food and drink too expensive (4 mentions)
- More seating (4 mentions)
- More toilets (3 mentions)
- Better car access (2 mentions)

Better food stalls, more public transport available, more entertainment/more for children, more information on boats and more accessible for wheelchairs (1 mention each)

### 6.3 satisfaction with Liverpool

Visitors were also asked to rate their overall satisfaction of Liverpool using the Likert scale (where 1=very poor and 5=very good), as shown in figure 19 below.

**figure 19** **overall impression of Liverpool**



Percentages, bases=380

Nearly all (98.7%) who attended the event felt Liverpool was very good/good. Only 0.3 per cent had a very poor impression of the city.

The mean score awarded by visitors was 4.8 out of 5.

section 7

findings (6) economic impact

7.1 average visitor spend

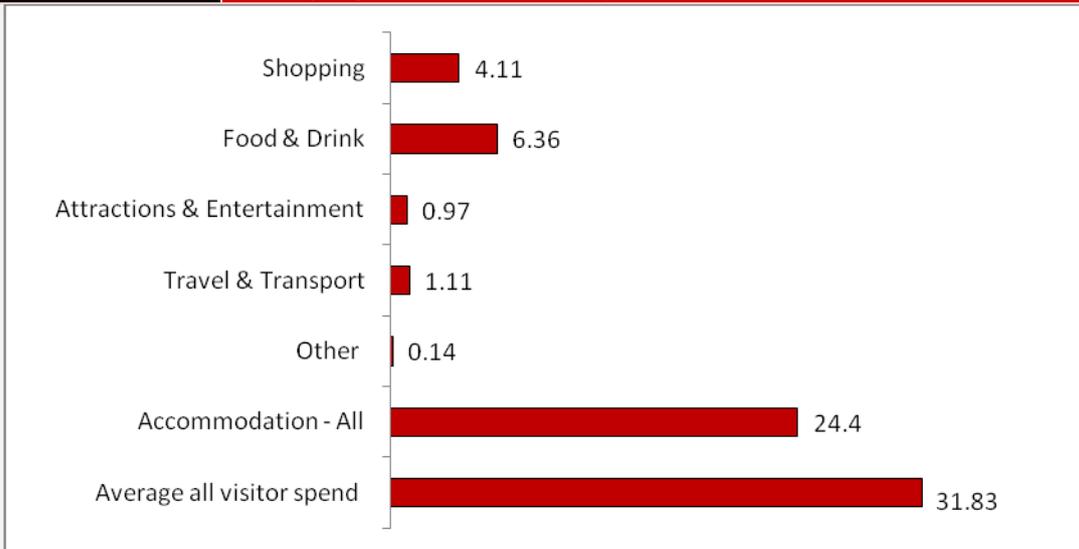
Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their stay at the Tall Ships Regatta. Given that visitors were being asked to recollect their expenditures and to forecast future spending the following figures should be treated as estimates. Studies using the diary method of keeping account of spending have shown that visitors’ own estimates, as used in the Tall Ships Regatta, are usually on the conservative side.

The following results are based on the expenditure of visitors to the Tall Ships Regatta in September 2012.

384 groups of people were interviewed during 3 days of the Regatta totalling 1050 individuals. Of the 384 interviews, 3 respondents were in groups of 10 or more and did not give expenditure for the whole group. Therefore, these groups and their associated spend have not been included.

figure 20

average spend - all visitors (£)



All bases=381, Accommodation base=43

The average spend by all visitors to the Regatta was approximately £31.83 per person per trip. Visitors staying overnight in the city spent on average £24.40 per person per night on accommodation.

If you exclude the expenditure on accommodation, the highest levels of spend per person was on Food and Drink (£6.36), shopping (£4.11) and travel and transport (£1.11). Attractions and entertainment (£0.97) and “Other” (£0.14) accounted for the remaining expenditure.

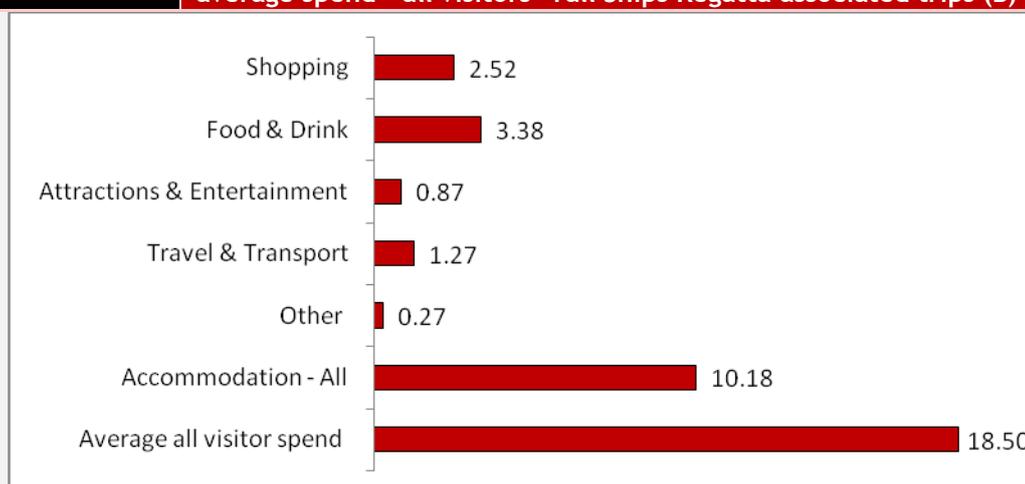
## 7.2 spend of visitors in Liverpool - main reason attending the Tall Ships Regatta

When excluding residents, 55.8% of visitors' main reason for visiting Liverpool was for the Tall Ships Regatta. When looking at the data by reason for visit, figure 23 shows that the total average spend associated with those whose main reason for visiting the area was for the Regatta, is much lower with an average spend of £18.50 per person per visit.

Food and Drink saw the highest level of spend accounting for £3.38 of visitor expenditure per person.

figure 21

average spend - all visitors -Tall Ships Regatta associated trips (£)



Accommodation base: 120

## 7.3 summary of economic impact

- The total visitor spend generated by the Regatta is estimated as £1,585,764, of which £128,990 was on accommodation, and £1,456,774 on all other items. These estimates include all expenditure on accommodation for staying visitors over the duration of their visit.
- The survey responses indicated that 99% of this amount was spent in Liverpool itself, with 1% in the rest Merseyside.
- It is estimated that 62.4% of the expenditure was additional expenditure related to the event - generating £970,531 for the city and £9,895 elsewhere in Merseyside.
- Total expenditure generated by the event, including multiplier effects, was £2,149,295, of which 62.4%, or £1,341,160 was additional.
- The event spend is estimated to have supported 44.3 jobs - 32.7 directly and 11.6 indirectly - on the basis of an average turnover required per job of £50,000 in the accommodation, catering and retail sectors, and £35,650 in the attractions sector. It should be noted that these are job years since they

only occur in the year that the Regatta takes place. Conventionally, full time permanent jobs are taken as 10 job years.

## 7.4 gross visitor spend

In calculating the gross visitor spend, a number of factors need to be taken into account. Firstly, there is the coarse total visitor spend, which is calculated by multiplying the mean spend per person per day with the estimated number of visitors to the event. Typically, to take into account the accommodation spend, this figure is divided between staying and non-staying visitors (as displayed in the table below).

**The estimated total gross visitor spend for Tall Ships Regatta is £1,585,764. This is based on allocating all of the staying visitors' expenditure on accommodation to the event. The estimated geographic allocation of this expenditure, based on survey returns, is shown in table 6 below.**

**table 6**

### allocation of visitor expenditure - Tall Ships Regatta

	Expenditure		Of which: spent in		
	£	%	Liverpool	Merseyside	Elsewhere in NW
Accommodation	£128,990	8.13%	£127,770	£1,290	£0.00
Shopping	£581,456	36.67%	£575,641	£5,815	£0.00
Food & drink	£594,889	37.51%	£588,940	£5,949	£0.00
Attractions	£121,641	7.67%	£120,425	£1,216	£0.0
Travel	£148,985	9.40%	£147,495	£1,490	£0.0
Other	£9,804	0.62%	£9,706	£98.04	£0.0
<b>Total</b>	<b>£1,585,764</b>	<b>100.00%</b>	<b>£1,569,907</b>	<b>£15,858</b>	<b>£0.0</b>
% of total	100.00%		99.00%	1.0%	0.00%

The figures indicate that only 8.13% of total expenditure was on accommodation. The single largest item of expenditure was on food and drink, which made up 37.51% of total expenditure, followed by shopping (36.67%).

## 7.5 step 2: multiplied expenditure

The sum of £1,585,764 represents the immediate impact of visitor expenditure on the economy. Some of this expenditure was recycled within the City economy, in additional expenditure on bought-in services and supplies. We have used the estimates of local linkages derived from previous economic research in Liverpool to arrive at estimates for the amount of multiplied expenditure generated by the Tall Ships Regatta, as set out in table 7.

**table 7 multiplier effects of the expenditure of visitors to the Tall Ships Regatta**

	Round 1 Expenditure	Of which:		% multiplier	Multiplied Expenditure
	£	Staying visitors	Day visitors	(to nearest %)	£
Accommodation	£128,990	£128,990	£0	75%	£96,742
Shopping	£581,456	£77,312	£504,144	19%	£110,477
Food & drink	£594,889	£85,684	£509,204	50%	£297,444
Attractions	£121,641	£36,879	£84,762	37%	£45,007
Travel	£148,985	£32,596	£116,390	7%	£10,429
Other	£9,804	£6,008	£3,795	35%	£3,431
<b>Total</b>	<b>£1,585,764</b>	<b>£367,469</b>	<b>£1,218,295</b>		<b>£563,531</b>
	100.0%	23%	77%		

The total economic impact including the multiplier is shown in table 8 below.

**table 8 total economic impact including the multiplier**

	Round 1 Expenditure	Multiplied Expenditure	Total
Accommodation	£128,990	£96,742	£225,732
Shopping	£581,456	£110,477	£691,933
Food & drink	£594,889	£297,444	£892,333
Attractions	£121,641	£45,007	£166,648
Travel	£148,985	£10,429	£159,414
Other	£9,804	£3,431	£13,235
<b>Total</b>	<b>£1,585,764</b>	<b>£563,531</b>	<b>£2,149,295</b>

The geographic allocation of this expenditure is shown in table 9.

<b>table 9</b>	<b>geographic allocation of Round 1 and multiplied expenditure</b>			
	<b>Total</b>	<b>Of which:</b>		
	<b>£</b>	<b>Liverpool</b>	<b>Merseyside</b>	<b>Elsewhere in NW</b>
Accommodation	£225,732	£223,475	£2,257	£0
Shopping	£691,933	£685,014	£6,919	£0
Food & drink	£892,333	£883,410	£8,923	£0
Attractions	£166,648	£164,982	£1,666	£0
Travel	£159,414	£157,820	£1,594	£0
Other	£13,235	£13,103	£132	£0
<b>Total</b>	<b>£2,149,295</b>	<b>£2,127,802</b>	<b>£21,493</b>	<b>£0</b>
	<p>To estimate the employment effects of this expenditure, we applied estimates of turnover required per job derived from earlier economic research in Liverpool to calculate the number of jobs - full-time employee (FTE) equivalent - supported by the Tall Ships Regatta. The turnover per job estimates by sector are as follows:</p> <ul style="list-style-type: none"> <li>• Accommodation: £50,000;</li> <li>• Shopping: £50,000;</li> <li>• Food &amp; drink: £50,000;</li> <li>• Attractions: £35,650;</li> <li>• Travel: £50,650.</li> </ul> <p>Based on these estimates, the employment effects of the Tall Ships Regatta expenditure are as shown in table 10a below.</p>			
<b>table 10a</b>	<b>employment effects of Round 1 and multiplied expenditure</b>			
	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>	
Accommodation	2.6	1.9	4.5	
Shopping	11.6	2.2	13.8	
Food & drink	11.9	5.9	17.8	
Attractions	3.4	1.3	4.7	
Travel	2.9	0.2	3.1	
Other	0.2	0.1	0.3	
<b>Total</b>	<b>32.7</b>	<b>11.6</b>	<b>44.3</b>	
	<p>The geographical allocation of these jobs is shown in table 10b overleaf.</p>			

table 10b	geographical location of jobs supported by Round 1 and multiplied expenditure		
	Round 1 Expenditure	Multiplied Expenditure	Total
Liverpool	32.4	11.5	43.9
Merseyside	0.3	0.1	0.4
Elsewhere in the North West	0	0	0
<b>Total</b>	<b>32.7</b>	<b>11.6</b>	<b>44.3</b>

### 7.6 step 3: additional expenditure related to the event

The next issue to be addressed is how much of the expenditure was new or additional, as opposed to having been displaced from expenditure which would have occurred anyway. In total, 61.1% of respondents stated that they would otherwise have stayed home or gone to work, while 1.3% stated that they would otherwise have gone somewhere outside the North West. The remaining 37.6% of respondents stated that they would have done something else in Liverpool, Merseyside or the North West or did not specify what they would have done.

Based on these survey responses, we can estimate that 62.4% of total expenditure - or approximately £989,517 of Round 1 expenditure and £351,643 of multiplied expenditure - was **additional spend related to the event** by people who would not otherwise have been spending *on the day of the event*, while 37.6% of total expenditure would have been spent doing “something else” in Liverpool or the North West, and so would have occurred anyway within the city and region, and was displaced from other activities. In summary, additional expenditure related to the Tall Ships Regatta is as set out in the table 11 below.

table 11	additional expenditure related to the Tall Ships Regatta
	£
Gross visitor spend	£1,585,764
Multiplied expenditure	<u>£563,531</u>
Total expenditure generated by the Tall Ships Regatta	<b>£2,149,295</b>
Additional visitor expenditure related to the event	£989,517
Additional multiplied expenditure	<u>£351,643</u>
	<b>£1,341,160</b>
Geographic allocation:	
Liverpool	£1,327,627
Merseyside	£13,533
Elsewhere in NorthWest	£0.00
Outside the North West	£0.00
	<b>£1,341,160</b>

The allocation of additional visitor expenditure related to the event by sector, and the total jobs supported by this expenditure by sector, is shown in table 12a below.

<b>table 12a</b>	<b>additional jobs related to the Tall Ships Regatta</b>	
	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Accommodation	£140,857	2.8
Shopping	£431,766	8.6
Food & drink	£556,816	11.1
Attractions	£103,989	2.9
Travel	£99,474	2.0
Other	£8,259	0.2
<b>Total</b>	<b>£1,341,160</b>	<b>27.6</b>

The geographic location of the additional expenditure and jobs related to the Tall Ships Regatta is shown in table 12 b below.

<b>table 12b</b>	<b>geographic location of additional expenditure and jobs related to the Tall Ships Regatta</b>	
	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Liverpool	£1,327,627	27.4
Merseyside	£13,533	0.3
Elsewhere in the North West	£0	0
Outside the North West	£0	0
<b>Total</b>	<b>£1,341,160</b>	<b>27.7</b>

## 7.7 total economic impact

Table 13 summarises the total economic impact of the Tall Ships Regatta at the three levels.

<b>table 13</b>	<b>total economic impact of the Tall Ships Regatta</b>			
	<b>Total</b>	<b>Liverpool</b>	<b>Mersey-side</b>	<b>North West</b>
1. Gross visitor spend	£1,585,764	£1,569,906	£15,858	£0
2. Multiplied expenditure	<u>£563,531</u>	<u>£557,896</u>	<u>£5,635</u>	<u>£0</u>
Sub-total:	<b>£2,149,295</b>	<b>£2,113,235</b>	£21,493	£0
Total jobs	44.3	43.9	0.4	0
3. Additional expenditure	£1,341,160	£1,327,627	£13,533	£0
Additional jobs	27.6	27.4	0.3	0

As shown in table 13:

- The total Round 1 economic impact of the event was £1,585,764 of which £1,555,339 was generated for Liverpool and £14,568 for the rest of Merseyside.
- Round 2 or multiplied economic impact of the event was £563,531;
- In total, Round 1 and multiplied expenditure amounted to £2,149,295 of which £351,643 represented additional expenditure generated by the event (62.4%), while £1,797,652 (37.6%) would have been spent in Liverpool whether or not the event had taken place. Of the additional expenditure, the total amount of £1,327,627 was spent in Liverpool itself and £13,533 was spent elsewhere in Merseyside.
- based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the expenditure generated by the Tall Ships Regatta was sufficient to support 44.3 jobs - 43.9. directly and 0.4 indirectly - of which 27.7 FTE jobs were additional, with 27.4 located within Liverpool and 0.3 elsewhere in Merseyside.

## APPENDIX 1

## questionnaire

INTERVIEWER READ OUT:

Good afternoon/evening. My name is ..... and today I am conducting a short survey on behalf of Liverpool City Council. Can you spare a few minutes to help with this survey?

<b>S1</b>	<b>Which of the following age groups do you fall into? SHOWCARD A</b>				<b>Routing</b>
	16 – 24	1	45 – 54	4	Continue
	25 – 34	2	55 – 64	5	
	35 - 44	3	65 +	6	

<b>S2</b>	<b>INTERVIEWER RECORD GENDER:</b>				<b>Routing</b>
	Male	1	Female	2	Continue

<b>S3</b>	<b>Are you a resident of the City of Liverpool</b>			<b>Routing</b>	
				Yes	Continue
				No	Continue

<b>Q1</b>	<b>Which of these phrases describes the personal group you are travelling with on this visit? SHOWCARD B - INTERVIEWER CIRCLE ALL THAT APPLY</b>				<b>Routing</b>
	On my own	1	With children	4	Continue
	With partner / spouse	2	With friends	5	
	With family	3	Organised trip	6	

<b>Q2</b>	<b>Including yourself, how many people are there in your personal group on this trip? INTERVIEWER WRITE IN NUMBER</b> i.e. your family/close friends and immediate travelling companions. IF ON coach trip/organised group do not refer to this as personal group				Continue
-----------	---	--	--	--	----------

<b>Q3</b>	<b>Which age/gender groups do they fall into? SHOWCARD C - INTERVIEWER WRITE IN NUMBERS</b>	<b>Male</b>	<b>Female</b>	<b>Routing</b>
	0 to 5			Continue
	6 to 10			
	11 to 15			
	16 to 24			
	25 to 34			
	35 to 44			
	45 to 54			
	55 to 64			
	65 +			
	<b>Total Party</b>			

<b>Q4</b>	<b>Which of the following best describes this visit? SHOWCARD D - CIRCLE ONE ONLY</b>			<b>Routing</b>
	Resident of Liverpool visiting event		1	Continue
	Resident outside Liverpool on a day trip from home today		2	
	Day trip whilst staying on holiday		3	
	A trip from outside with overnight stay in Liverpool		4	

<b>How did you travel to this event today?</b> <i>SHOWCARD E - INTERVIEWER CIRCLE ALL THAT APPLY</i>				Routing
Own car	1	Motorbike / Scooter	9	Continue
Train	2	Bicycle	10	
Scheduled coach or bus	3	Ferry	11	
Private hire coach or bus (including coach tour)	4	Cruise ship	12	
Taxi or private hire car	5	Aeroplane	13	
Self drive care hire	6	Walked from home / accommodation	14	
Park and Ride	7	Other ( <i>please specify</i> )	15	
Got a lift	8			

ASK Q6 AND Q7 ONLY IF STAYING AWAY FROM HOME I.E. CODES 3 OR 4 AT Q4

Q6	Where are you staying?		Routing
	Liverpool	1	Continue
	Elsewhere on Merseyside	2	
	Elsewhere in the Northwest	3	
	Further afield	4	
	If not in Liverpool record the town/city	5	

Q7a	What type of accommodation are you staying in?		Routing
<i>SHOWCARD F - INTERVIEWER CIRCLE ALL THAT APPLY</i>			
	Hotel		Continue
	5 star	1	
	4 star	2	
	3 star	3	
	2 star	4	
	1 star	5	
	Unlicensed hotel (including guesthouse, B&B, farmhouse)	6	
	Rented house or flat	7	
	Home of friend / relative	8	
	Second home	9	
	Touring Caravan	10	
	Static caravan	11	
	Camping	12	
	Hostel	13	
	Other ( <i>please specify</i> )	14	

Q7b	For how many nights? INTERVIEWER WRITE IN NUMBER		Routing
			Continue

Q7c	How much will your group have spent/will your group spend in total on accommodation...? INTERVIEWER WRITE IN NUMBER IN £		Routing
	a) In Liverpool		Continue
	b) Elsewhere		

### **INFLUENCES AND MOTIVATIONS ON THE VISIT**

ASK Q8a & Q8b ONLY IF NOT A RESIDENT OF LIVERPOOL

Q8	(a) What is your main reason for visiting Liverpool today? INTERVIEWER CIRCLE ONE ONLY IN COLUMN A			Routing
	(b) What else will you be doing? PROBE: Anything else? INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B			Go to Q8c
		<b>A</b>	<b>B</b>	
	To see Liverpool	1	1	
	To attend this event	2	2	
	To visit another event or attraction ( <i>please specify</i> )	3	3	
	Visiting friends or relatives	4	4	
	Special shopping trip	5	5	
	Regular shopping trip	6	6	

	Work / business / conference	7	7	
	Other (please specify)	8	8	

<b>Q8c</b>	<b>What are your reasons for visiting this event today?</b> <i>SHOWCARD G - INTERVIEWER CIRCLE ALL THAT APPLY</i>				<b>Routing</b>
	Been before and wanted to go again	1	Children wanted to go	6	Continue
	I'm taking part in the event	2	Saw or heard some advertising	7	
	Friends / family are taking part in the event	3	Supporting local events	8	
	Day out	4	Just passing	9	
	Friends / family wanted to go	5	Recommended by friends / family	10	
			Other (please specify below)	11	

<b>Q8d</b>	<b>a) How did you find out about this event?</b> <i>SHOWCARD H - INTERVIEWER CIRCLE ALL THAT APPLY</i>			<b>Routing</b>
	<b>b) Which of the following was the main influence on your decision to visit the event?</b> <i>SHOWCARD H - INTERVIEWER CIRCLE ONE ONLY</i>			
		<b>A Event</b>	<b>B Influence</b>	
	TV	1	1	Continue
	Radio	2	2	
	Newspaper	3	3	
	Email	4	4	
	Visitliverpool.com	5	5	
	Liverpool.gov.uk	6	6	
	Other website	7	7	
	Mobile text message	8	8	
	Leaflet / flyer for the event	9	9	
	Liverpool Seasonal Events Guide	10	10	
	Other guides	11	11	
	Tourist Information Centre	12	12	
	Word of mouth / recommended	13	13	
	Just passing	14	14	
	Other (please specify below)	15	15	

<b>Q8e</b>	<b>What would you probably be doing today if this event weren't being held?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>			<b>Routing</b>
	I would have stayed home or gone to work	1		Continue
	I would have done something else in Liverpool / visited Liverpool	2		
	I would have visited another part of Merseyside	3		
	I would have visited another part of the North West	4		
	I would have gone somewhere outside of the North West	5		

<b>Q9</b>	<b>How important was this event in your decision to visit Liverpool today?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>				<b>Routing</b>
	Sole reason	1	Small reason	4	Continue
	Very important	2	No importance	5	
	Fairly important	3			

<b>Q10</b>	<b>How often do you visit Liverpool? INTERVIEWER CIRCLE ONE ONLY</b>				<b>Routing</b>
	Resident	1	Every few months	4	Continue

	Weekly	2	Annually	5
	Monthly	3	Less than once a year	6

<b>Q11</b>	<b>How far in advance did you plan your visit to this event?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>				<b>Routing</b>
	Today	1	Within the last month	4	Continue
	Within the last 7 days	2	Within the last 2 – 3 months	5	
	Within the last 2 weeks	3	Longer ago ( <i>please specify</i> )	6	

## EXPENDITURE

<b>Q12</b>	<b>Approximately how much do you think you have/will be spending during this trip on the following...?</b> <i>INTERVIEWER WRITE IN £ IF NONE PUT 0</i>				<b>Routing</b>
	a) Shopping				Continue
	b) Food and drink				
	c) Attractions and Entertainment				
	d) Travel and transport				
	e) Other (excluding accommodation)				
	<b>Total</b>				

<b>Q13</b>	<b>Over how many days will you have spent this money?</b> <i>INTERVIEWER WRITE IN</i>			<b>Routing</b>
				Continue

<b>Q14</b>	<b>How many people does this amount cover?</b> <i>INTERVIEWER WRITE IN</i>			<b>Routing</b>
	Children (under 16)		Adults	Continue

<b>Q15</b>	<b>What proportion of this money was spent...?</b> <i>INTERVIEWER WRITE IN %</i>			<b>Routing</b>
	a) In Liverpool			Continue
	b) Elsewhere in Merseyside			
	c) Elsewhere in Northwest			

## SATISFACTION

<b>Q16</b>	<b>How would you rate your satisfaction against a scale of 1 to 5, where 1 is very poor and 5 is very good, for each of the following...?</b> <i>INTERVIEWER READ OUT AND CIRCLE ONE PER COLUMN</i>						
		<b>Very poor</b>	<b>Poor</b>	<b>Neither</b>	<b>Good</b>	<b>Very good</b>	Continue
	Event publicity and promotion	1	2	3	4	5	
	Event signposting	1	2	3	4	5	
	Suitability of the event venue	1	2	3	4	5	
	Public transport to/from the event	1	2	3	4	5	
	Parking facilities at the event	1	2	3	4	5	
	Other facilities at the event e.g. toilets	1	2	3	4	5	
	Value for money offered by even	1	2	3	4	5	
	Event organisation and staff/stewarding	1	2	3	4	5	
	Event quality	1	2	3	4	5	
	Overall enjoyment provided by the event	1	2	3	4	5	

	<b>LIVERPOOL</b>					
	Overall impression of Liverpool	1	2	3	4	5

Q17a	<b>(a) How likely is it that you would recommend this event to your friends or family?</b> <i>INTERVIEWER CIRCLE ONE ONLY IN COLUMN A</i>				Routing
	<b>(b) How likely are you to visit Liverpool in the future?</b> <i>INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B</i>				
			A	B	
		Very likely	1	1	
		Quite likely	2	2	
		Might/might not	3	3	
	Quite unlikely	4	4	Continue	
	Very unlikely	5	5		

Q18	<b>Are there any comments you would like to make about this event? Is there anything that could improve it?</b>	Routing
		Continue

Q19a	<b>Do you have any longstanding illness, disability or infirmity?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	Go to Q20
Refused	3		

Q19b	<b>Were there any access or communication barriers which restricted your full participation in this event?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	
Refused	3		

## PROFILE

Q22	<b>Which of the following activities best describes what you are doing at present?</b> <i>SHOWCARD J - INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Employed full-time (30 or more hours per week)	1	Continue
	Employed part-time (less than 30 hours per week)	2	
	Self employed	3	
	Government supported training programme	4	
	Full-time education (school / college / university)	5	
	Unemployed and available for work	6	
	Long term sick / disabled	7	
	Wholly retired from work	8	
	Looking after the home	9	
	Doing something else	10	
Refused	11		

<b>Q23a</b>	<b>STEP 1 - What is the occupation of the chief wage earner in your household?</b> The 'chief wage earner' is the person with the largest income whether from employment pensions, state pensions, investments or any other sources. <i>INTERVIEWER WRITE IN FULL DESCRIPTION OF CURRENT OR LAST MAIN JOB, AND INDUSTRY, AND HOW MANY PEOPLE WORK AT THE PLACE OF WORK</i>						<b>Routing</b>		
	<b>Job:</b>						Continue		
	<b>Industry/employment sector:</b>								
	<b>Position/grade/rank:</b>								
<b>Q23b</b>	<b>STEP 2 - IF CHIEF INCOME EARNER IS SUPERVISOR/MANAGER OR SELF-EMPLOYED</b>						<b>Routing</b>		
	<b>How many people is he/she responsible for? WRITE IN NO.</b>		<b>Total number of employees at place of work? WRITE IN NO.</b>				Continue		
<b>Q23c</b>	<b>STEP 3 – CODE SEG FROM JOB DICTIONARY</b>						<b>Routing</b>		
	AB	1	C1	2	C2	3	DE	4	Continue

**INTERVIEWER NOTE: IT IS VITAL WE GAIN THE ORIGIN OF VISITORS TO THIS EVENT**

This data is collected for quality checks; as part of the Market Research Society Code of Conduct, your personal details will not be passed on to any third parties or used for sales purposes.

<b>Q24</b>	<b>RECORD RESPONDENT DETAILS</b>						<b>Routing</b>
	Name:						Continue
	Address:						
	County:						
	Postcode:						
	Telephone:						

**THANK RESPONDENT AND CLOSE**