

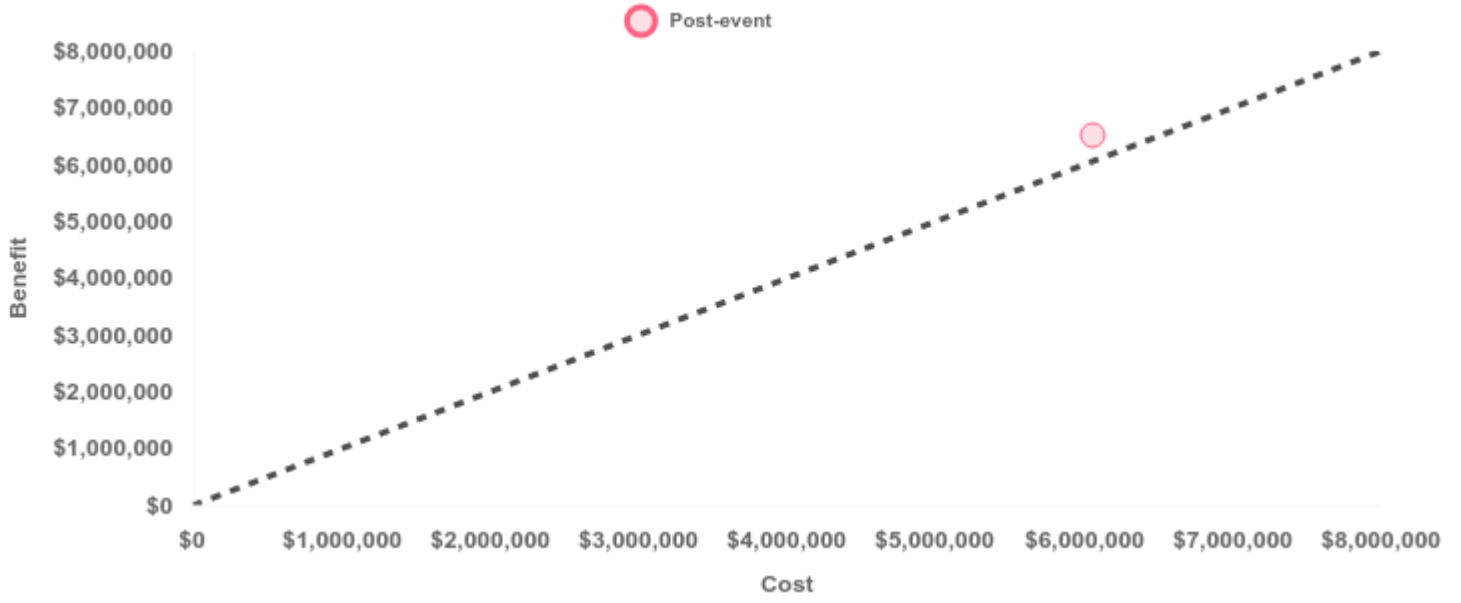
EVENT SELECTION

Event	Start date	Stage	Group 1
ABC Marathon	30-06-2018	Pre	<input type="checkbox"/>
ABC Rugby Double Header	20-02-2020	Pre	<input type="checkbox"/>
ABC Rugby Double Header	20-02-2020	Post	<input checked="" type="checkbox"/>
ABC Wine Festival	06-06-2019	Pre	<input type="checkbox"/>
Awesome Festival 2019	05-09-2019	Post	<input type="checkbox"/>
PQR Music Festival	19-01-2018	Pre	<input type="checkbox"/>
PQR Music Festival	19-01-2018	Post	<input type="checkbox"/>

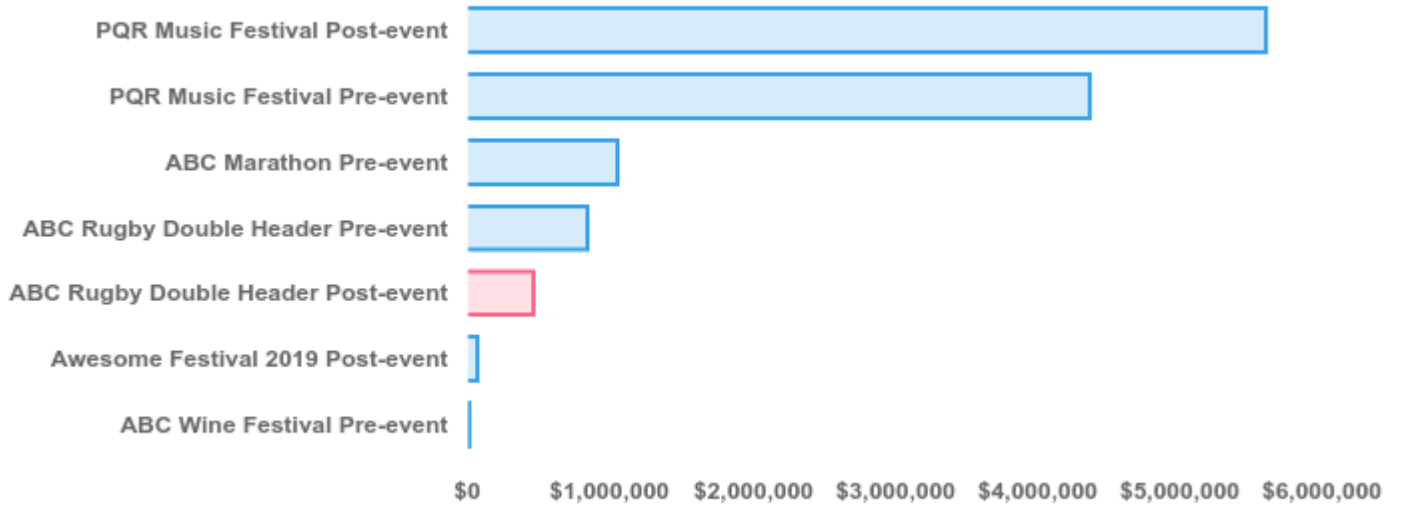
OVERVIEW

Measure	Group 1
Unique attendees	43,405
Host region	40,115
Domestic	3,000
International	290
Visitation caused by the event	2,453
Visitor nights caused by the event	4,178
Spend by visitors (incl. sales tax)	\$933,825
Net benefit	\$466,409
Gross benefit	\$6,532,040
Gross cost	-\$6,065,631
Benefit to cost ratio	1.08
Satisfaction ⓘ	78%
Net promoter score ⓘ	9
Resident pride ⓘ	85%
Resident liveability ⓘ	82%
Visitor perception: live ⓘ	81%
Visitor perception: visit ⓘ	81%
Visitor perception: business ⓘ	79%

PORTFOLIO COSTS AND BENEFITS



NET BENEFIT COMPARISON

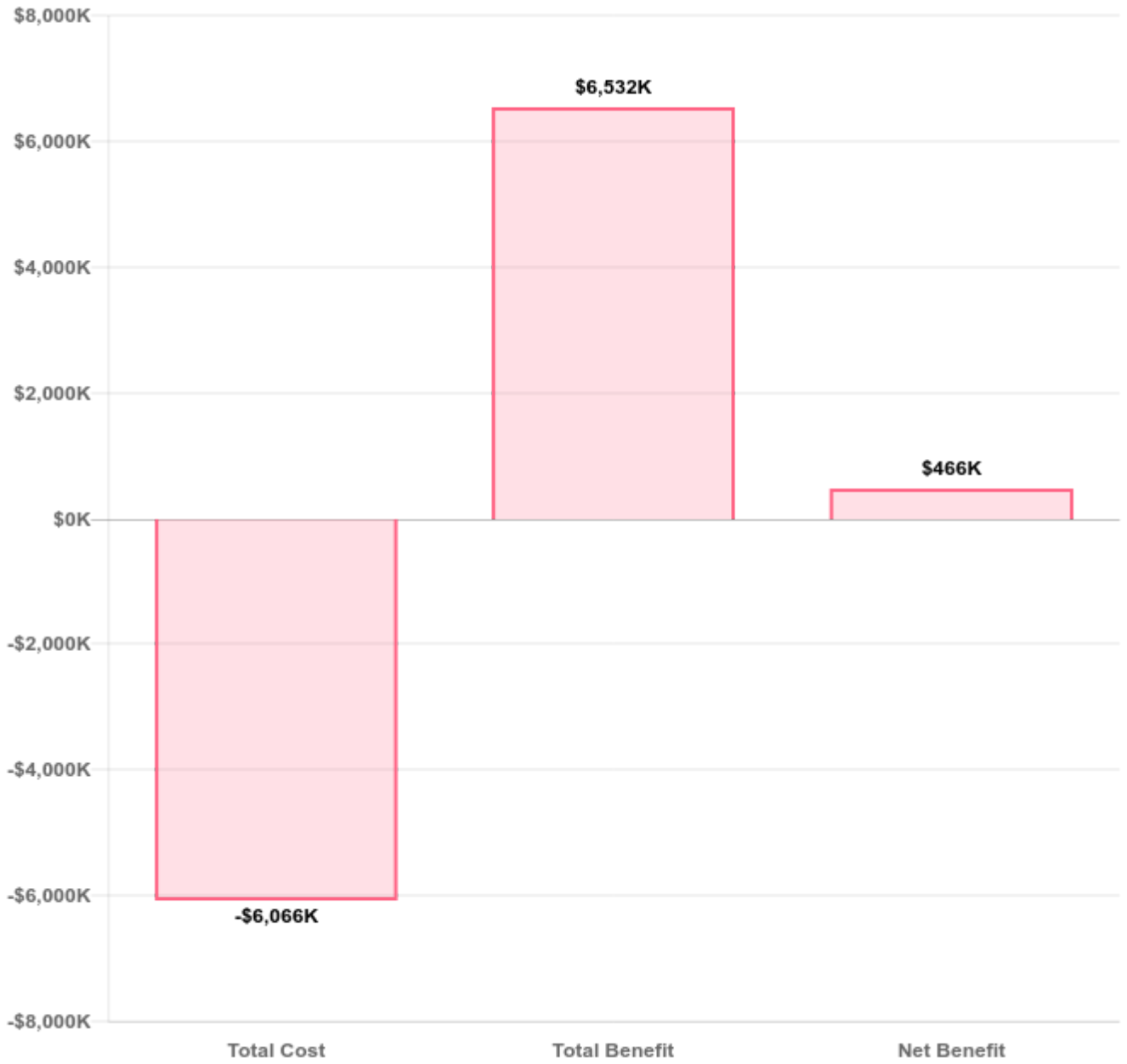


COST BENEFIT ANALYSIS

Measure	Group 1
Government costs	-\$480,000
Consumer costs	-\$4,812,000
Producer costs	-\$773,631
Media costs	\$0
Disruption costs	\$0
Other costs	\$0
Total cost	-\$6,065,631
Consumer benefits	\$5,314,373
Producer benefits	\$1,217,667
Media benefits	\$0
Non-user benefits	\$0
Other benefits	\$0
Total benefit	\$6,532,040
Net benefit	\$466,409
Benefit to cost ratio	1.08

COST BENEFIT CHART

Cost-benefit breakdown



REGIONAL GDP

Regional GDP is not a valid measure of benefit and shouldn't be reported publicly. It is provided for comparison purposes only as previous event impacts have been reported in terms of regional GDP.

Measure	Group 1
Change in regional output (excl. sales tax)	\$829,522
Event budget	\$17,500
Tourism spend	\$812,022
Non-tourism spend	\$0
Output:GDP multiplier i	0.78
Change in regional GDP i	\$647,027

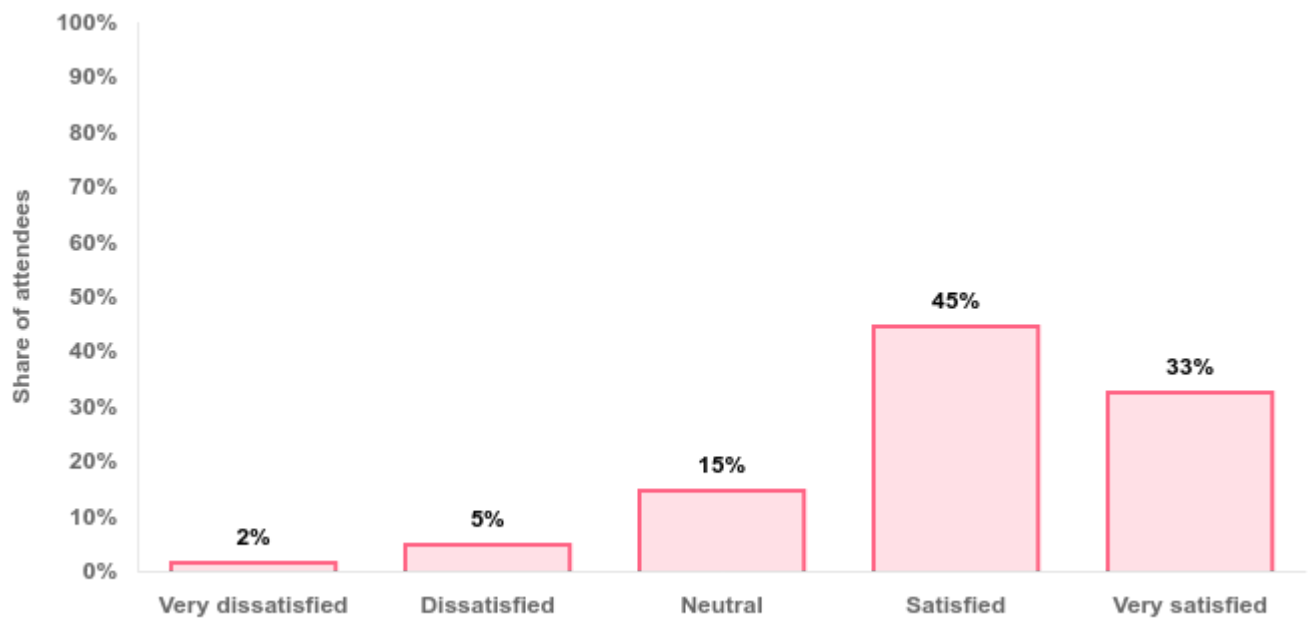
VISITATION

Measure	Domestic visitors	International visitors	All visitors
Unique attendees from outside host region	3,000	290	3,290
Visitation caused by the event	2,250	203	2,453
Overnight visitation	1,755	203	1,958
Day visitation	495	0	495
Visitor nights caused by the event	3,510	668	4,178
Spend by visitors (incl. sales tax)	\$809,325	\$124,500	\$933,825
Tourism items	\$809,325	\$124,500	\$933,825
Non-tourism items	\$0	\$0	\$0
Average spend per visitor (incl. sales tax)	\$360	\$615	\$381
Average spend per visitor night (incl. sales tax)	\$231	\$187	\$224

SATISFACTION

Opinion	Group 1
Very dissatisfied	2%
Dissatisfied	5%
Neutral	15%
Satisfied	45%
Very satisfied	33%
Total	100%

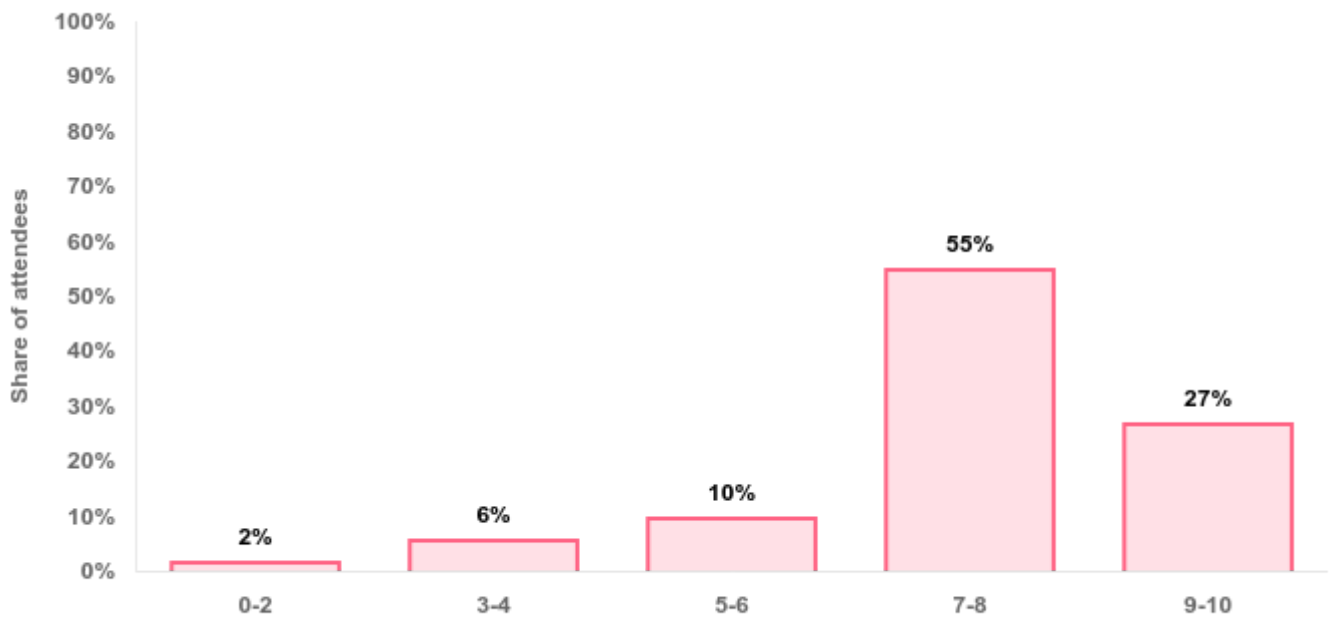
Satisfaction



NET PROMOTER SCORE

Opinion	Group 1
0-2 Extremely unlikely to recommend	2%
3-4	6%
5-6	10%
7-8	55%
9-10 Extremely likely to recommend	27%
Total	100%
Net promoter score i	9

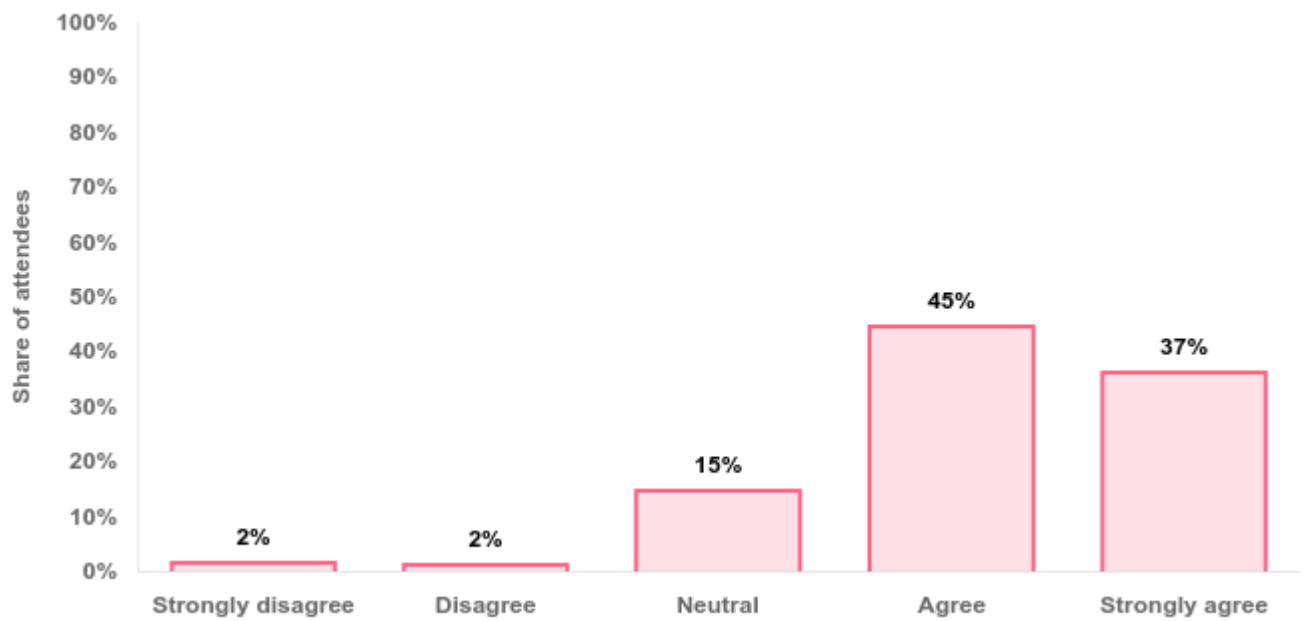
Net promoter score



RESIDENT PERCEPTION: LIVEABILITY

Opinion	Group 1
Strongly disagree	2%
Disagree	2%
Neutral	15%
Agree	45%
Strongly agree	37%
Total	100%

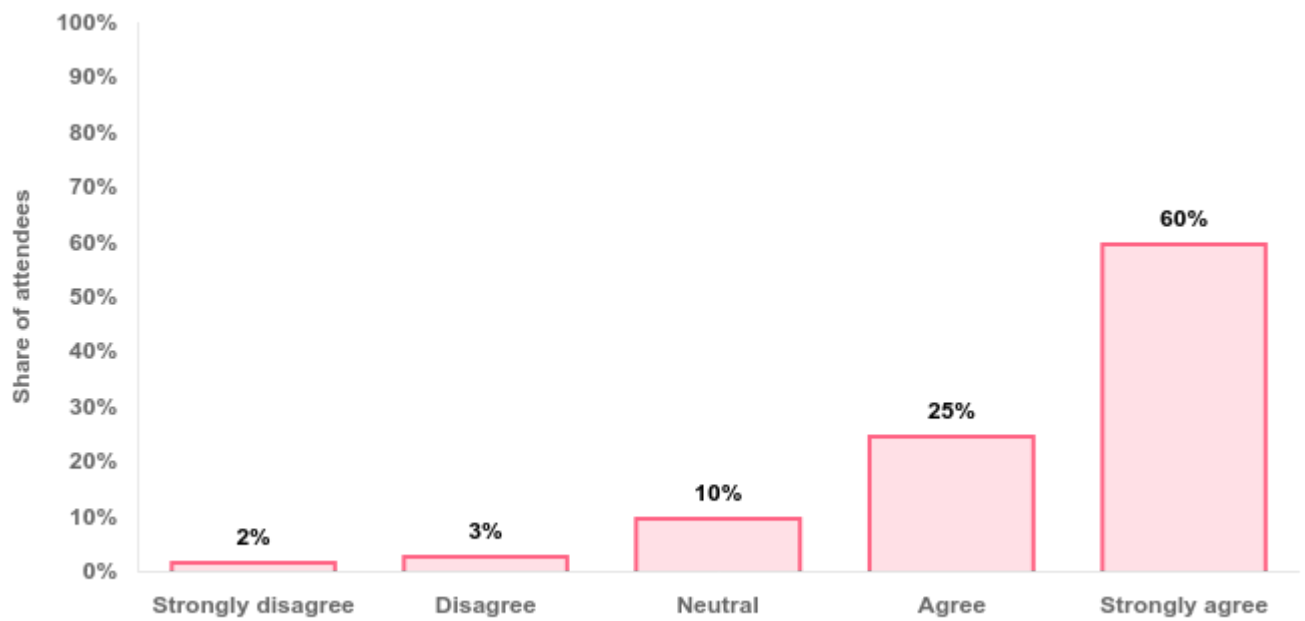
Resident perception: liveability



RESIDENT PERCEPTION: PRIDE

Opinion	Group 1
Strongly disagree	2%
Disagree	3%
Neutral	10%
Agree	25%
Strongly agree	60%
Total	100%

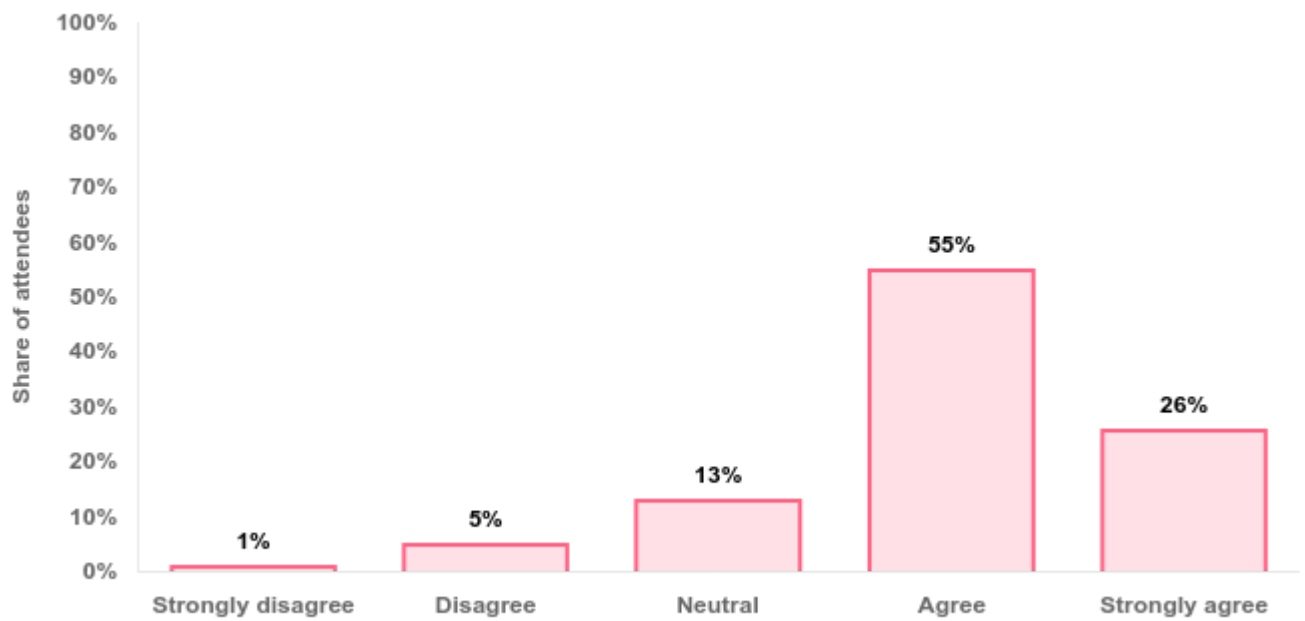
Resident perception: pride



VISITOR PERCEPTION: VISIT

Opinion	Group 1
Strongly disagree	1%
Disagree	5%
Neutral	13%
Agree	55%
Strongly agree	26%
Total	100%

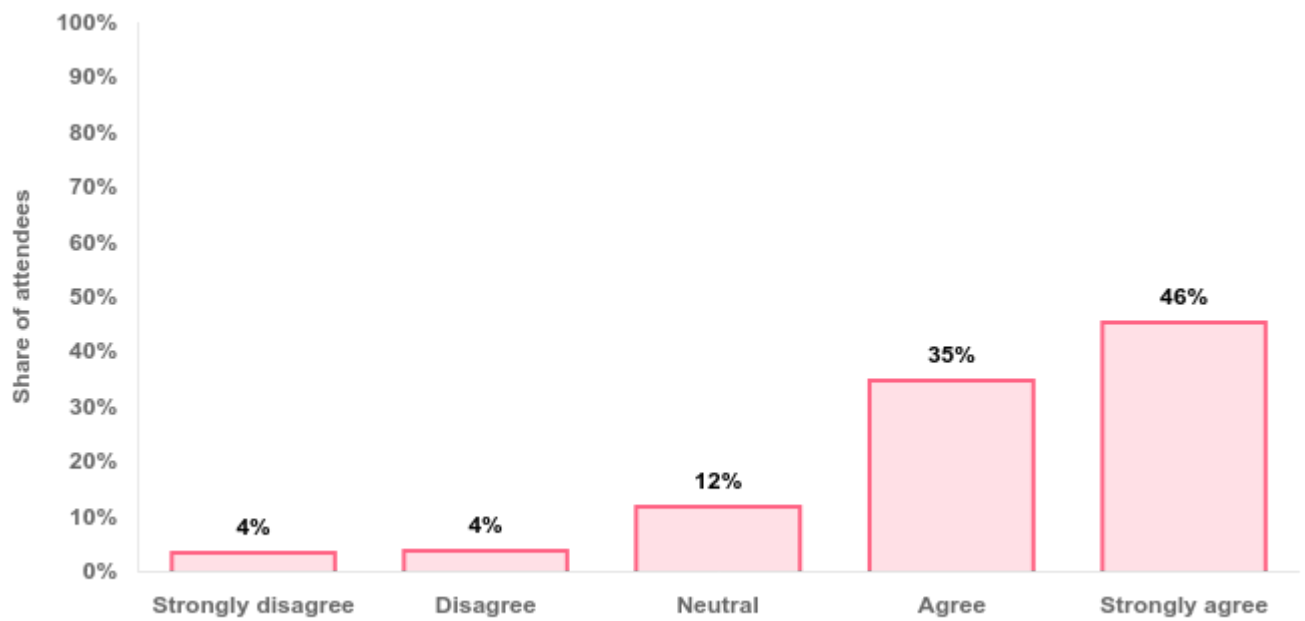
Visitor perception: visit



VISITOR PERCEPTION: LIVE

Opinion	Group 1
Strongly disagree	4%
Disagree	4%
Neutral	12%
Agree	35%
Strongly agree	46%
Total	100%

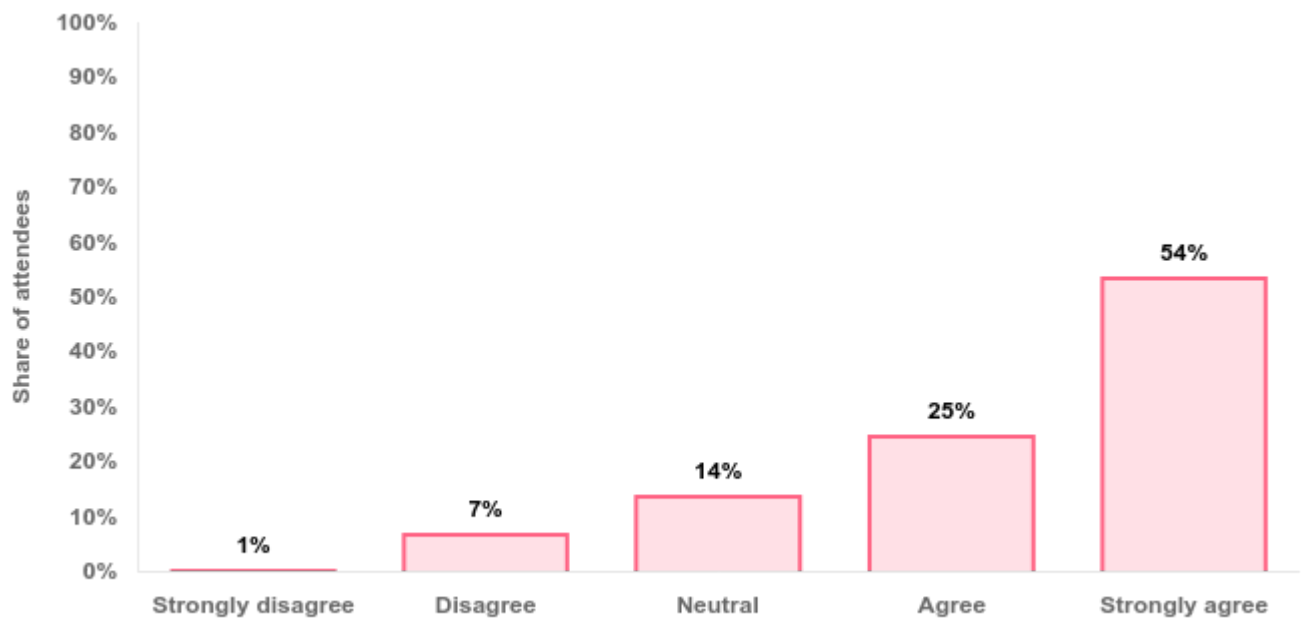
Visitor perception: live



VISITOR PERCEPTION: BUSINESS

Opinion	Group 1
Strongly disagree	1%
Disagree	7%
Neutral	14%
Agree	25%
Strongly agree	54%
Total	100%

Visitor perception: business



PERCEIVED VALUE

Opinion	Group 1
0 Very low value	1%
1	3%
2	4%
3	10%
4	8%
5 Fair value	22%
6	12%
7	13%
8	10%
9	9%
10 Very high value	8%
Total	100%

Perceived value

