

# Economic Impact Research: Christchurch Airport Marathon 2015

## Report



Prepared for



10<sup>th</sup> August 2015

Reference: 4099



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## **1 Introduction and Context**

The Christchurch Airport Marathon is one of New Zealand's premier running events and takes place each year on Queen's Birthday Weekend. It consists of a Full Marathon, Half Marathon, 10km and Kids 3km and 1km MaraFun. The events can be run, walked or raced in a wheelchair. Four years on from the earthquakes, this event returned to the central city for the first time this year, with a new race base at Christchurch's iconic Cathedral Square.

## **2 Research Objectives**

- ⑧ To understand the demographic profile of those who attended the Christchurch Airport Marathon.
- ⑧ To determine the economic impact of the Christchurch Airport Marathon on the local Christchurch economy.

## **3 Research Methodology**

The Opinions experienced team of market researchers completed intercept interviews at the Christchurch Airport Marathon start/finish area in Cathedral Square on 31<sup>st</sup> May 2015. The process was as follows:

1. Intercept spectators and briefly explain the reason for asking them to participate in the research
2. Ask where the visitor normally resides and whether they would be happy to provide their email address
3. Explain that they will receive a survey by email in coming days.

In total, 543 email addresses were gathered through intercept interviews at the finish area. An email was sent to those who had given their prior consent at 7pm on Sunday evening (31<sup>st</sup> May). The result was 543 successful mail outs, and 235 completed surveys. Reminder emails were sent to non-competitors who had not completed the survey. The survey remained open from 31<sup>st</sup> May until the 17<sup>th</sup> June 2015.

The event organisers also supplied Opinions with contact details for 5,059 competitors and 62 officials/volunteers. These people were also emailed the survey. Given the response from competitors and the number of responses required to meet the reporting requirements for this survey, the number of reminders sent to competitors was limited. Of those 5,121 individuals, 1,668 competitors and 25 officials/volunteers completed the survey. An additional 5 participants completed the survey pasting the web address into their browser rather than by clicking on the emailed link so the source of their email address was not recorded.

Out of a total potential sample of 5,585 individuals, 1,933 spectators, officials/volunteers and competitors completed the survey, resulting in a 35% response rate overall.

Results	Total	Sample source		
		Intercept interviews	Competitor list	Officials/volunteers list
<b>Sample/email addresses collected</b>	5,664	543	5,059	62
<b>Successfully emailed</b>	5,664	543	5,059	62
<b>Opted out once emailed</b>	79	4	72	3
<b>Potential sample</b>	5,585	539	4,987	59
<b>Surveys completed</b>	1,933*	235	1,668	25
<b>Response Rate</b>	35%	44%	33%	42%

\* Includes 5 participants whose source of email address was not recorded

The maximum statistical margin of error at a 95% confidence level is  $\pm 2.3\%$  for competitors overall and  $\pm 7.5\%$  for non-competitors overall.

## 4 Reporting of Findings

The survey findings are reported according to the following groups of survey participants:

- ⌘ Competitor – a survey participant who took part in the Christchurch Airport Marathon 2015
- ⌘ Non-competitor – a survey participant who was one of the following:
  - a spectator
  - an official
  - a volunteer
  - other attendee.

## 5 Executive Summary

Overall Key Areas	Outcome 2015
<b>Overall Rating</b>	The majority of competitors (92%) and non-competitors (88%) rated the Christchurch Airport Marathon good or very good overall.
<b>Economic Activity</b>	Total expenditure, based on the calculations and assumptions as outlined in this report, in Christchurch, by Christchurch Airport Marathon attendees is estimated to be \$2,384,601.46.
<b>Accommodation</b>	<p>Approximately half of competitors (52%) and non-competitors (50%) stayed in paid accommodation, most commonly in a standard hotel/motel (30% and 26%, respectively).</p> <p>As a result of visitors attracted to the Christchurch Airport Marathon, there was an estimated total of 4,933 bed nights in paid accommodation.</p>

## 6 Demographic Profile

Christchurch Airport Marathon competitors and non-competitors are more likely to be from Christchurch (competitors 63%, non-competitors 67%), female (competitors 58%, non-competitors 65%), aged 30-59 (competitors 71%, non-competitors 70%), working full time (competitors 63%, non-competitors 47%) and to have no dependent children (competitors 53%, non-competitors 46%).

Demographic Characteristic	Category	Competitors		Non-competitors	
		n	%	n	%
Residence	<b>Christchurch</b>	<b>1,102</b>	<b>63</b>	<b>114</b>	<b>67</b>
	Other Canterbury	248	14	19	11
	South Island	172	10	19	11
	North Island	199	11	15	9
	Overseas	41	2	4	2
Reason for Attendance	<b>Competitor</b>	<b>1,762</b>	<b>100</b>	0	0
	General spectator	0	0	11	6
	Official/volunteer	0	0	26	15
	<b>Friend/relative of a competitor</b>	0	0	<b>123</b>	<b>72</b>
	Friend/relative of an official/volunteer	0	0	3	2
	Other	0	0	8	5
Gender	Male	747	42	59	35
	<b>Female</b>	<b>1,015</b>	<b>58</b>	<b>112</b>	<b>65</b>
Age	15-29	379	22	39	23
	<b>30-59</b>	<b>1,243</b>	<b>71</b>	<b>119</b>	<b>70</b>
	60+	140	8	13	8
Employment	<b>Full time</b>	<b>1,108</b>	<b>63</b>	<b>81</b>	<b>47</b>
	Part time/casual	221	13	30	18
	Self- employed	170	10	25	15
	Retired	39	2	8	5
	Home duties	50	3	7	4
	Student	147	8	15	9
	Unemployed	27	2	5	3
Household Composition	I am dependent child	80	5	10	6
	<b>No dependent children</b>	<b>937</b>	<b>53</b>	<b>79</b>	<b>46</b>
	Dependent children under 5 years old	226	13	17	10
	Dependent children aged 5-15	390	22	50	29
	Dependent children aged over 15	129	7	15	9
<b>Total</b>		<b>1,762</b>	<b>100</b>	<b>171</b>	<b>100</b>

## 7 Economic Impact

Events such as the Christchurch Airport Marathon provide important recreational opportunities for local residents and they form a fundamental component of the destination's tourism development strategy.

As an event, the Christchurch Airport Marathon increases the opportunity for new expenditure within Christchurch by attracting visitors to the region. It also retains the expenditure of locals who, in the absence of local events, would travel elsewhere in pursuit of leisure activities. The economic impact of an event on a region can be defined as the net sum of the economic consequence of all the cash inflows and outflows that occur because of that event.

The calculation of economic impact for the Christchurch Airport Marathon is based upon the following assumptions:

- ⌘ It is calculated as the direct spending impact of the event. No economic multipliers have been applied.
- ⌘ Direct spending impact is from event motivated people which comprises of:
  - ⌘ **Event motivated visitors** are those who have travelled from outside Christchurch primarily to attend the Christchurch Airport Marathon.
  - ⌘ **Extended stay visitors** are those for whom the Christchurch Airport Marathon was not the primary reason for their visit but who spent extra nights in Canterbury as a result of attending the event.
  - ⌘ **Incidental visitors** are those either who live locally or who have travelled to Christchurch for reasons other than the Marathon. Their spending cannot be related to the Marathon, as it was not the reason for their visit.
- ⌘ For the purposes of the calculations, the profile of attendees is as follows:

Place of residence	Number of participants	%	Number of spectators	Number of competitors	Number of officials/volunteers	Total visitors
Christchurch	1,216	63	5,524	3,197	288	9,009
Other Canterbury	267	14	1,117	719	12	1,848
South Island	191	10	1,179	499	0	1,678
Non Local	259	13	1,179	696	0	1,875
<b>Total</b>	<b>1,933</b>	<b>100</b>	<b>9,000</b>	<b>5,111</b>	<b>300</b>	<b>14,411</b>

- ⌘ **Event motivated expenditure** is defined as the total expenditure during the entire visit to Canterbury made by event motivated visitors on themselves and on behalf of any other people they attended with.
- ⌘ **Extended stay expenditure** is defined as the expenditure made by extended stay visitors on themselves and on behalf of any other people they attended with for the extra nights they stayed in Christchurch or elsewhere in Canterbury as a result of attending the Christchurch Airport Marathon.
- ⌘ **Incidental expenditure** is defined as the expenditure made by incidental visitors on themselves and on behalf of any other people they attended with during the day the Christchurch Airport Marathon.
- ⌘ For the purposes of the calculations, it is assumed that only one person from a group of attendees completed a questionnaire and that therefore there is no double counting of expenditure.
- ⌘ **Visitor numbers** were calculated using the total number of visitors as estimated by the event organisers.

**Competitors**

Place of residence	Number of Attendees (Individuals)	Average Expenditure Per Person Per Night (\$)	Average Length of Stay (nights)	Direct In Scope Expenditure (\$)
<b>Event Motivated Impacts</b>				
Other Canterbury Event Motivated	563	64.66	1.3	47,302.14
Other Canterbury Extended Stay	23	126.08	1.5	4,388.61
South Island Event Motivated	377	161.33	2.3	139,922.09
South Island Extended Stay	81	77.59	2.3	14,494.11
Non Local Event Motivated	473	162.79	2.9	223,209.82
Non Local Extended Stay	157	121.10	3.6	68,287.37
<b>Total Event Motivated Impacts</b>	<b>1,674</b>	<b>713.55</b>	<b>-</b>	<b>497,604.15</b>
<b>Incidental Impacts</b>				
Christchurch	3197	35.83	-	114,532.40
Other Canterbury	133	42.79	-	5,709.53
Other South Island	41	100.40	-	4,077.20
Non Local	67	139.49	-	9,306.17
<b>Total Incidental Impacts</b>	<b>3,437</b>	<b>318.51</b>	<b>-</b>	<b>133,625.30</b>
<b>Total Customer Impacts</b>	<b>5,111</b>	<b>1,032.06</b>	<b>-</b>	<b>631,229.45</b>

**Spectators**

Place of residence	Number of Attendees (Individuals)	Average Expenditure Per Person Per Night (\$)	Average Length of Stay (nights)	Direct In Scope Expenditure (\$)
<b>Event Motivated Impacts</b>				
Other Canterbury Event Motivated	745	88.95	1.2	79,502.90
Other Canterbury Extended Stay	62	33.00	1.0	2,048.28
South Island Event Motivated	434	174.60	2.3	174,479.59
South Island Extended Stay	621	116.86	2.9	210,348.00
Non Local Event Motivated	497	233.17	3.0	347,342.90
Non Local Extended Stay	372	184.93	2.8	192,837.35
<b>Total Event Motivated Impacts</b>	<b>2,731</b>	<b>831.51</b>	<b>-</b>	<b>1,006,559.01</b>
<b>Incidental Impacts</b>				
Christchurch	5524	45.32	-	250,353.93
Other Canterbury	310	29.65	-	9,201.72
Other South Island	124	218.75	-	27,155.17
Non Local	310	113.50	-	35,224.14
<b>Total Incidental Impacts</b>	<b>6,269</b>	<b>407.22</b>	<b>-</b>	<b>321,934.97</b>
<b>Total Customer Impacts</b>	<b>9,000</b>	<b>1,238.73</b>	<b>-</b>	<b>1,328,493.97</b>



**Officials/Volunteers**

Place of residence	Number of Attendees (Individuals)	Average Expenditure Per Person Per Night (\$)	Average Length of Stay (nights)	Direct In Scope Expenditure (\$)
<b>Event Motivated Impacts</b>				
Other Canterbury Event Motivated	12	30.00	1.0	346.15
Other Canterbury Extended Stay	0	-	-	-
South Island Event Motivated	0	-	-	-
South Island Extended Stay	0	-	-	-
Non Local Event Motivated	0	-	-	-
Non Local Extended Stay	0	-	-	-
<b>Total Event Motivated Impacts</b>	<b>12</b>	<b>30.00</b>	<b>-</b>	<b>346.15</b>
<b>Incidental Impacts</b>				
Christchurch	288	20.55	-	5,927.88
Other Canterbury	0	-	-	-
Other South Island	0	-	-	-
Non Local	0	-	-	-
<b>Total Incidental Impacts</b>	<b>288</b>	<b>20.55</b>	<b>-</b>	<b>5,927.88</b>
<b>Total Customer Impacts</b>	<b>300</b>	<b>50.55</b>	<b>-</b>	<b>6,274.04</b>

**Total Direct Spending**

Place of residence	Christchurch \$	Other Canterbury \$	South Island \$	Non Local \$	Total \$
Event Motivated	-	127,151.19	314,401.68	570,552.72	1,012,105.59
Extended Stay	-	6,436.89	224,842.11	261,124.72	492,403.72
<b>Total Event Motivated</b>		<b>133,588.08</b>	<b>539,243.79</b>	<b>831,677.44</b>	<b>1,650,663.31</b>
Other (Incidental)	370,814.22	14,911.25	31,232.37	44,530.31	461,488.15
<b>Total Direct Spending</b>	<b>370,814.22</b>	<b>148,499.33</b>	<b>570,476.16</b>	<b>876,207.75</b>	<b>2,384,601.46</b>

**7.1 Key Economic Outputs**

Total expenditure, based on the calculations and assumptions as outlined in this report, in Christchurch and Canterbury by Christchurch Airport Marathon attendees is estimated to be \$2,384,601.46. This is made up of the following;

- ⑧ **Event Motivated Impacts** – Non-local attendees whose visit to Christchurch or extended stay in Christchurch or Canterbury was motivated by the event. These attendees contributed an estimated \$ 1,650,663.31 or 69% of the expenditure impact. This amount represents the “new money” brought into the Christchurch and Canterbury economy because of staging this event.
- ⑧ **Incidental Impacts** – Local residents and non-local attendees of the Christchurch Airport Marathon, whose visit to Christchurch was motivated by reasons other than the event. These visitors contributed an estimated \$461,488.15 or 19% of the expenditure impact.

**Note:** Event expenditure is calculated as the amount of expenditure generated by the event in Christchurch, using funds sourced from outside of Christchurch, and based on the calculations and assumptions as outlined in this report.

## 7.2 Accommodation

Visitors who were motivated to visit by the Christchurch Airport Marathon, or extended their length of stay in Christchurch as a direct result of the event, generate further economic benefits in the accommodation sector. Further benefits directly attributed to the Christchurch Airport Marathon arise on a wider scale too when these visitors spend extra nights in other parts of Canterbury.

The Christchurch Airport Marathon generated an estimated 3,344 bed nights among competitors and 5,746 bed nights among non-competitors in Christchurch and Canterbury as a result of attracting visitors to the Christchurch Airport Marathon, an estimated 9,090 bed nights in total. It should be noted however that these estimates are based on small numbers of surveyed non-competitors (28 event motivated and 17 extended stay participants) and should be considered indicative only.

	n	Number of attendees	Average length of stay (nights)	Average number of extra nights	Estimated number of bed nights generated
<b>COMPETITORS</b>					
Event motivated	487	1,413	1.82	-	2,572
Extended stay	90	261	-	2.96	773
<b>Estimated number of bed nights generated by competitors</b>					<b>3,344</b>
<b>NON-COMPETITORS*</b>					
Event motivated	2,83428*	1,687	1.68	-	2,834
Extended stay	17*	1,055	-	2.76	2,912
<b>Estimated number of bed nights generated by non-competitors</b>					<b>5,746</b>
<b>Total estimated number of bed nights generated</b>					<b>9,090</b>

\* Caution: these figures are estimates based on small sample sizes of surveyed non-competitors

Approximately half of competitors (52%) and non-competitors (50%) stayed somewhere other than with a friend or relative, most commonly in a standard hotel/motel (30% and 26%, respectively). This indicates that around 52% of the 3,344 bed nights generated by competitors and 50% of the 6,387 bed nights generated by non-competitors, or a total of around 4,933 bed nights, are generated in paid-for accommodation as a result of attracting visitors to the Christchurch Airport Marathon.

Type of Accommodation	Competitors		Non-competitors	
	%	n	%	n
Home of a friend/relative	48%	230	50%	23
Standard hotel/motel (below 4 star)	30%	144	26%	12
Luxury hotel/serviced apartment (4 or 5 star)	13%	60	17%	8
Rented house/apartment/flat/unit	3%	15	4%	2
Backpackers/hostel	3%	15	2%	1
Bed and breakfast	0%	2	0%	0
Other	3%	12	0%	0

Base: competitors (n=478) & non-competitors (n=46\*) who stayed overnight

\* Caution - small sample size – results indicative only