

# **Belfast City Council Tourism Monitor**

## **Events Evaluation**

**World Irish Dancing Championships 2008**



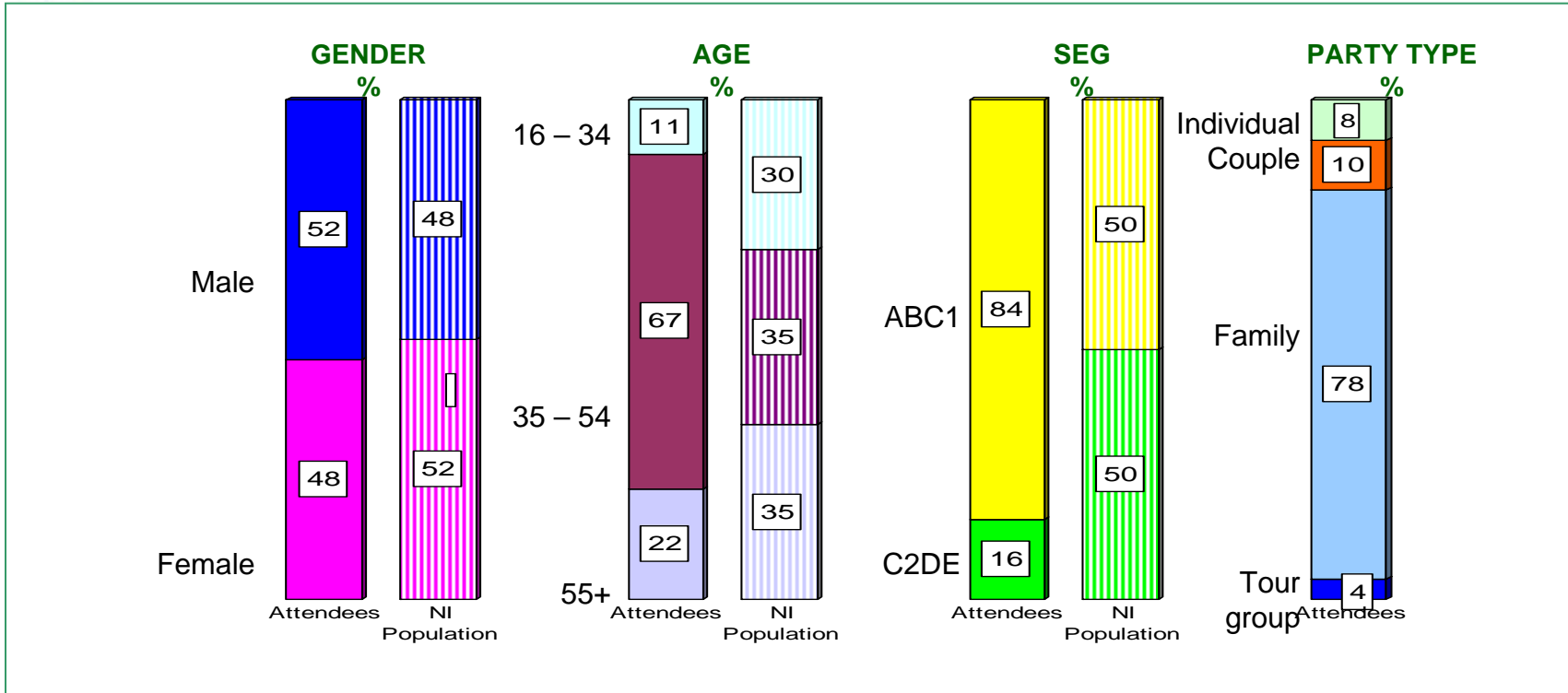
**Millward Brown Ulster**

**March 2008**



# ANALYSIS OF SAMPLE

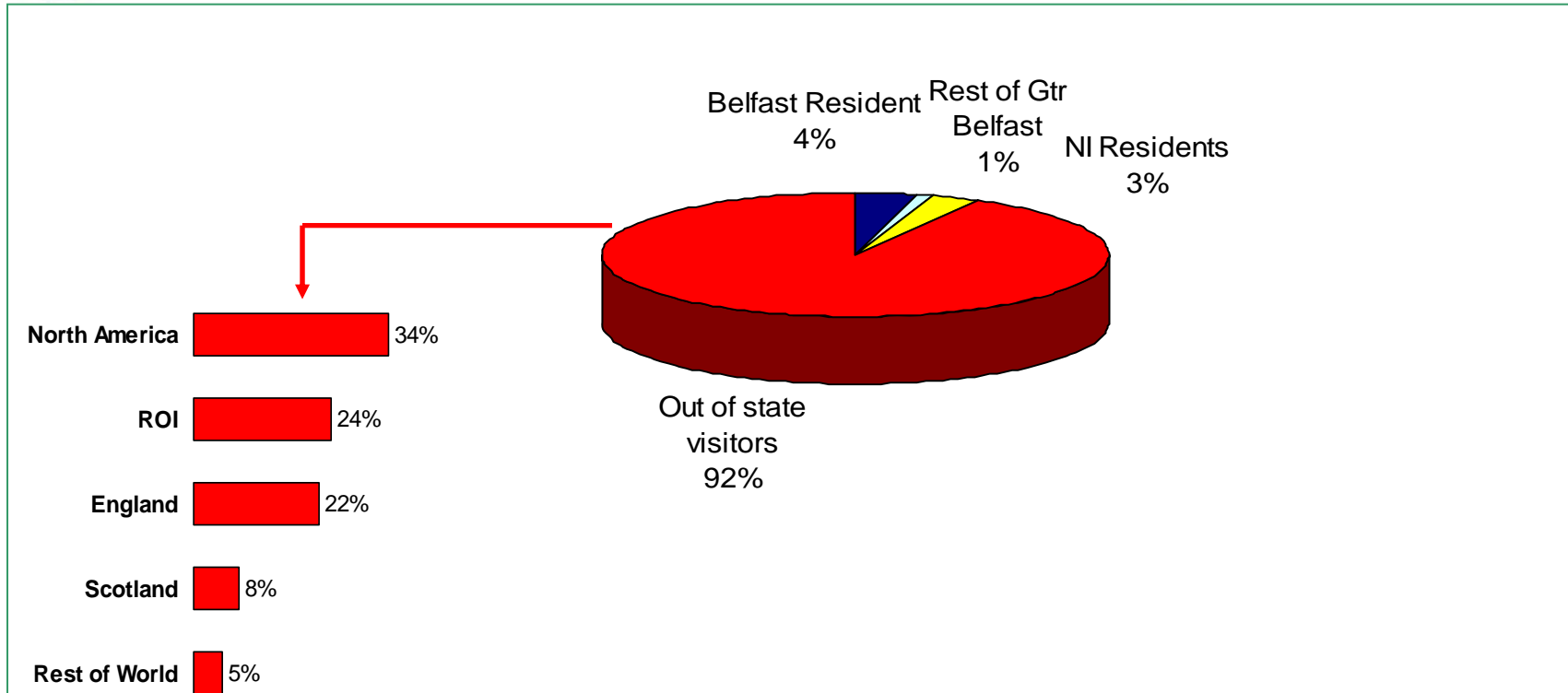
[ Base: All Respondents – 105 ]



- Relative to the Northern Ireland population this event attracted a disproportionately higher number of visitors from an ABC1 background. The proportions of males and females at the event was relatively equal.
- In terms of age the event was most attractive to the 35 – 54 age group. Those visiting the event were most likely to be attending as a family.

# COUNTRY OF ORIGIN OF EVENT ATTENDEES

[ Base: All Respondents - 105 ]

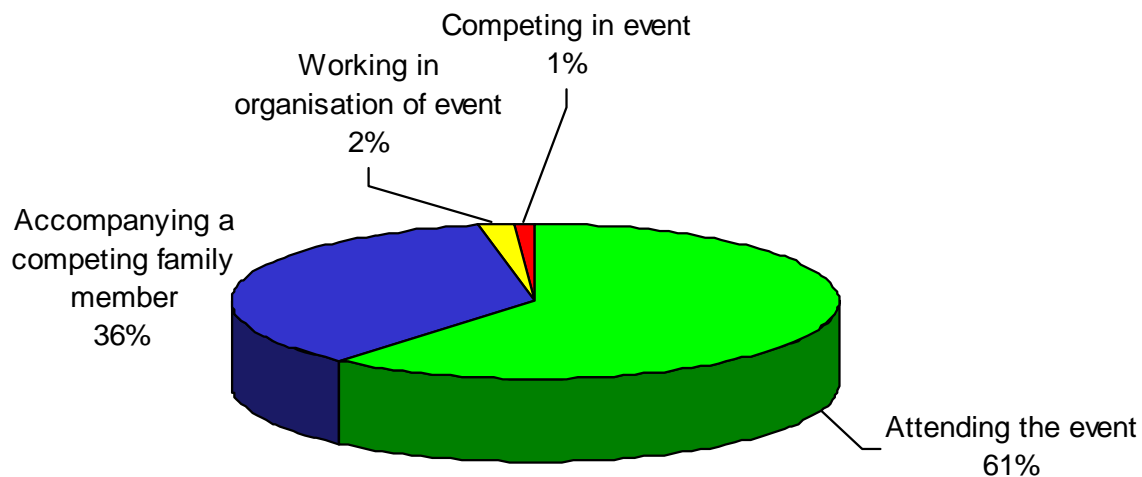


- The World Irish Dancing Championships attracted a high proportion of out of state visitors; over 9 in 10 (92%) of those attending the event were from outside Northern Ireland. The majority of out of state visitors were from North America (34%), the Republic of Ireland (24%) and England (22%)
- A minority of those attending were from Greater Belfast (5%) and a minority (3%) were from the rest of Northern Ireland.



## REASON FOR BEING AT THE EVENT

[ Base: All respondents n=105 ]

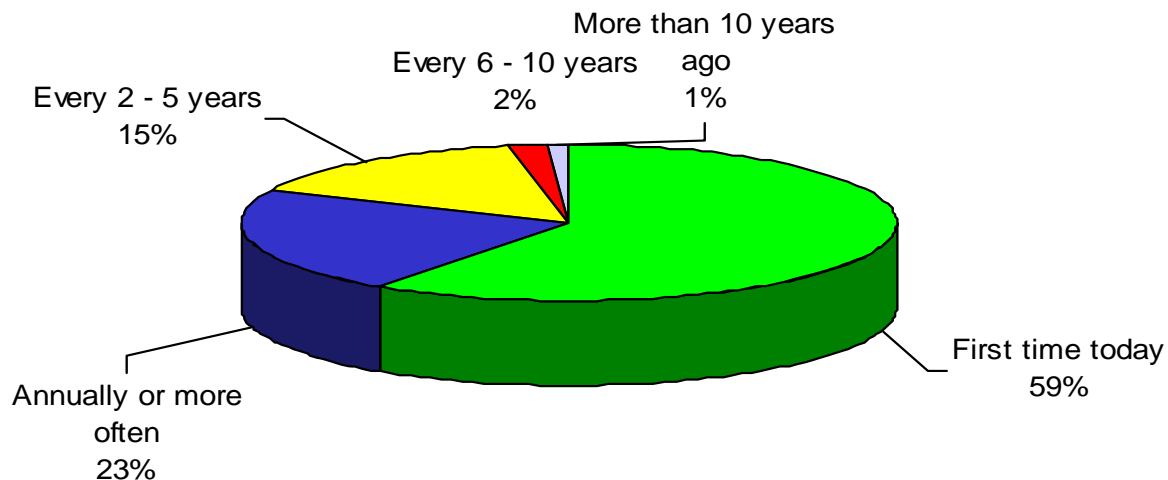


- In terms of the reason for being at the event, the majority of those interviewed at the event were spectators attending the event (61%). Over a third were accompanying a member of their family who was competing in the event (36%). Small minorities were working in the organisation of the event (2%) and competing in the event (1%).



## FREQUENCY OF VISITING BELFAST

[ Base: Out of state visitors n=97 ]

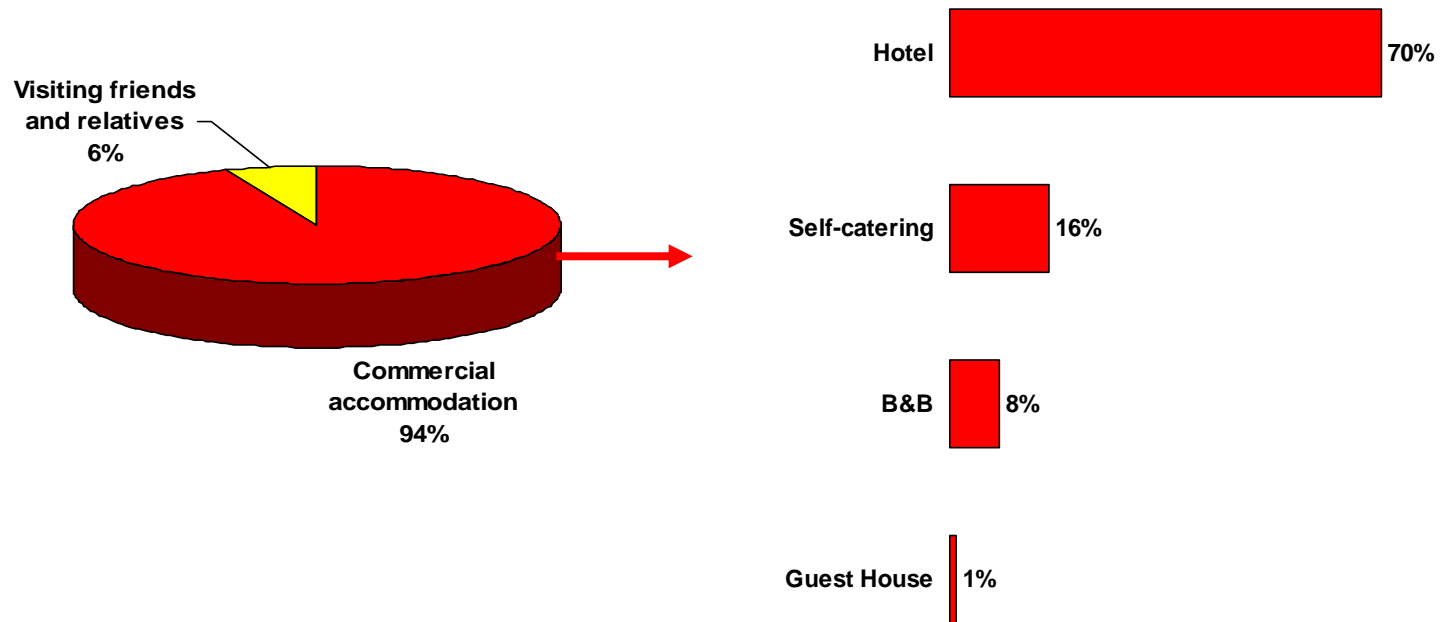


- For almost 3 in 5 (59%) of visitors to the event this was their first visit to Belfast. At the other end of the scale almost a quarter (23%) visited Belfast at least once a year.
- Amongst those from the rest of Great Britain and the Republic of Ireland, for 46% it was their first visit to Belfast and 22% visited at least once a year.
- Amongst those from further afield, for 76% it was their first visit to Belfast and 10% visited at least once a year.



# ACCOMMODATION USED IN BELFAST

[ Base: Overnight out of state visitors - 89 ]

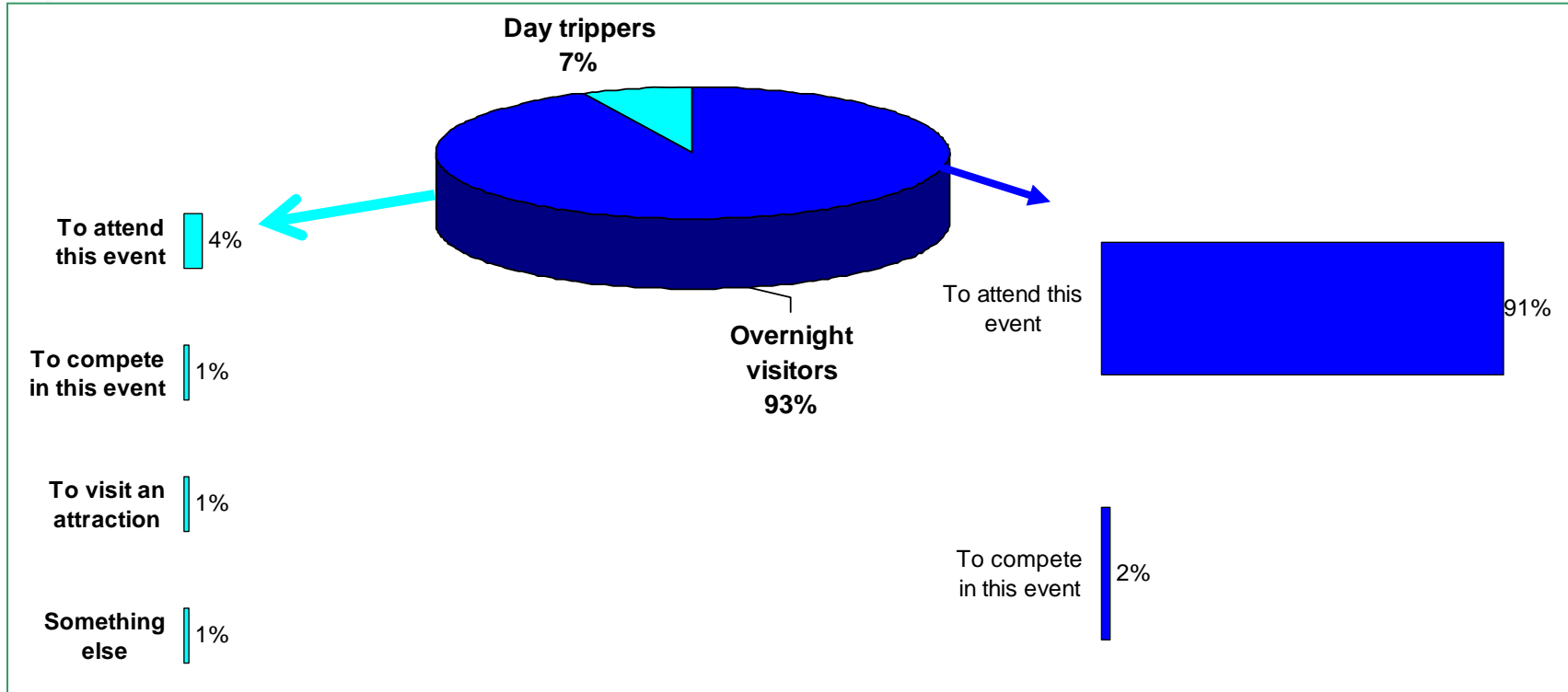


- Of those out of state visitors who stayed overnight in Belfast, the vast majority (94%) stayed in commercial accommodation. The most popular type of commercial accommodation used were hotels (70%). Self catering accommodation was also a popular option (16%).



# OUT OF STATE VISITORS & MOTIVATION TO VISIT BELFAST

[ Base: Out of state visitors -96 ]

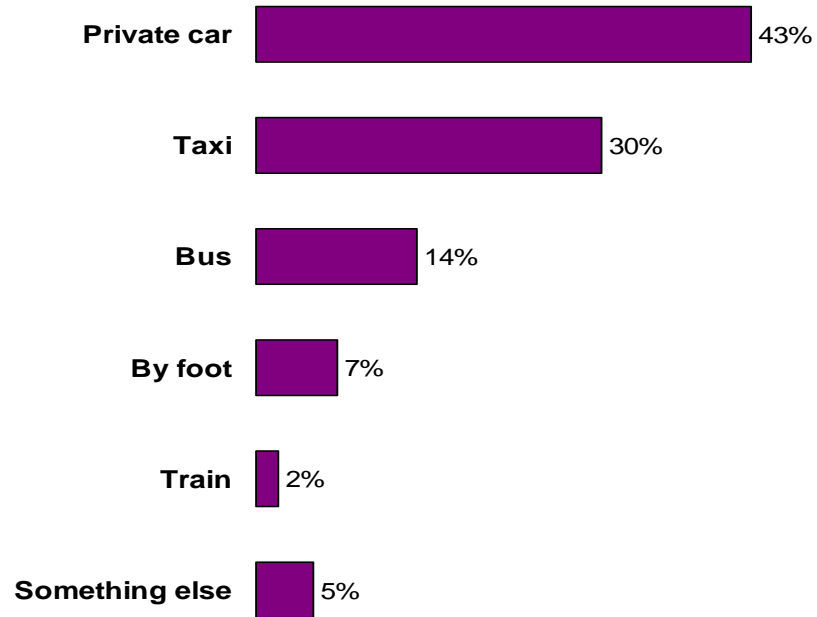


- Over 9 in 10 of visitors from outside Northern Ireland stayed overnight in Belfast (93%), the remaining 7% being day trippers.
- Almost all (98%) of these out of state visitors visited Belfast specifically to attend this event.



# METHOD OF TRANSPORT

[ Base: All respondents - 105]



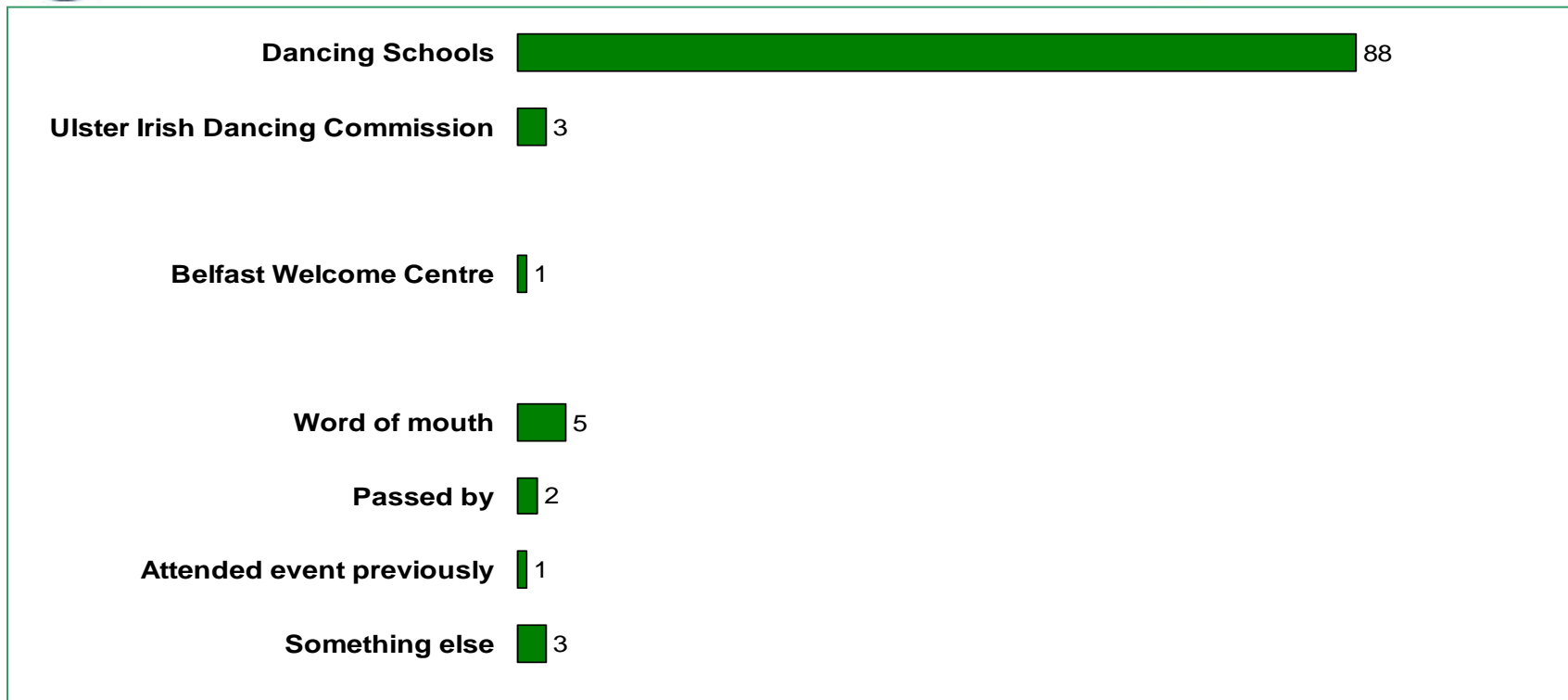
- Private car was the most popular method of travelling to the World Irish Dancing Championships; over 4 in 10 (43%) travelled by car while 3 in 10 (30%) took a taxi.



# SOURCE OF INFORMATION ABOUT EVENT

[ Base: All Respondents – 105 ]

%

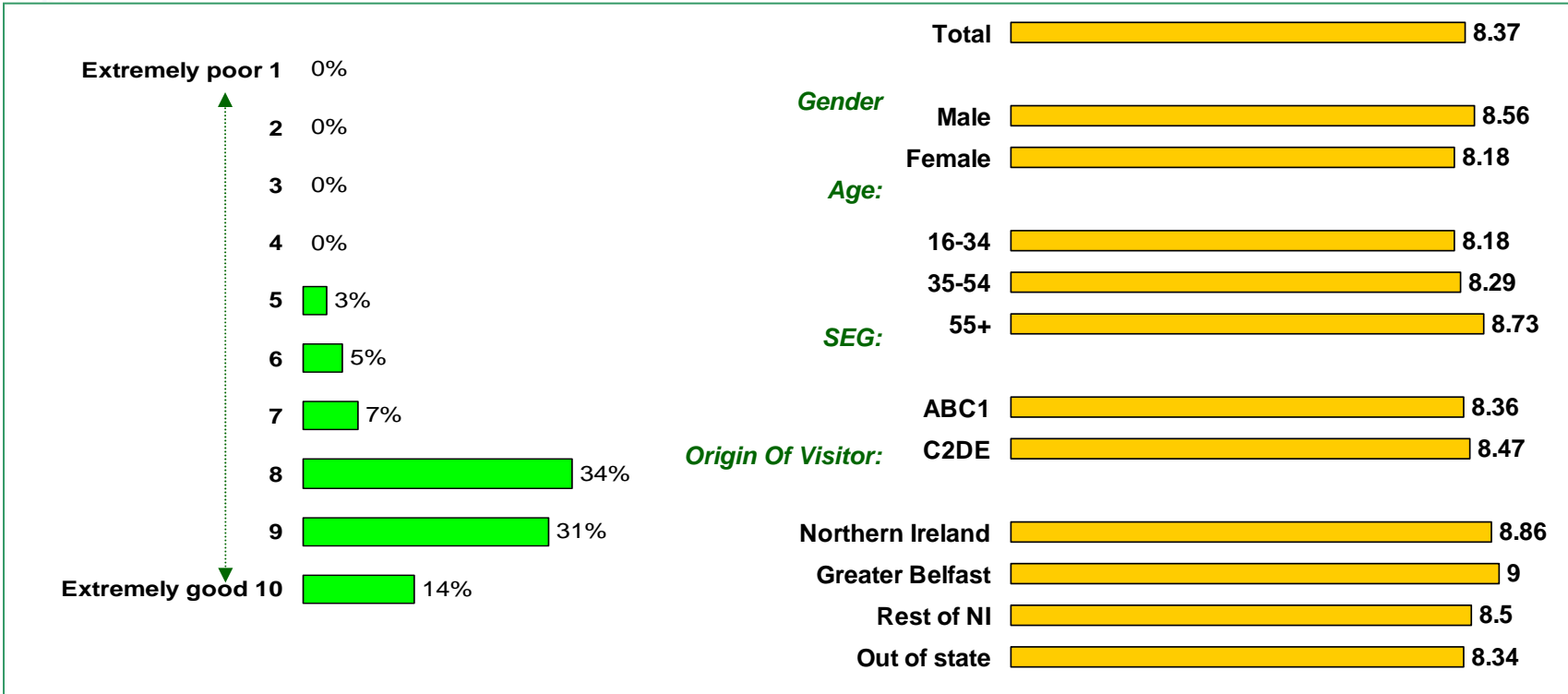


- Almost 9 in 10 (88%) of those attending the World Irish Dancing Championships found out about the event via dancing schools. 3%) heard about it through the Ulster Irish Dancing Commission. These were by some distance the most popular ways of finding out about the World Irish Dancing Championship.
- 1 in 20 (5%) heard about the event from family and friends.



# RATING OF EVENT

Min=1 & Max=10

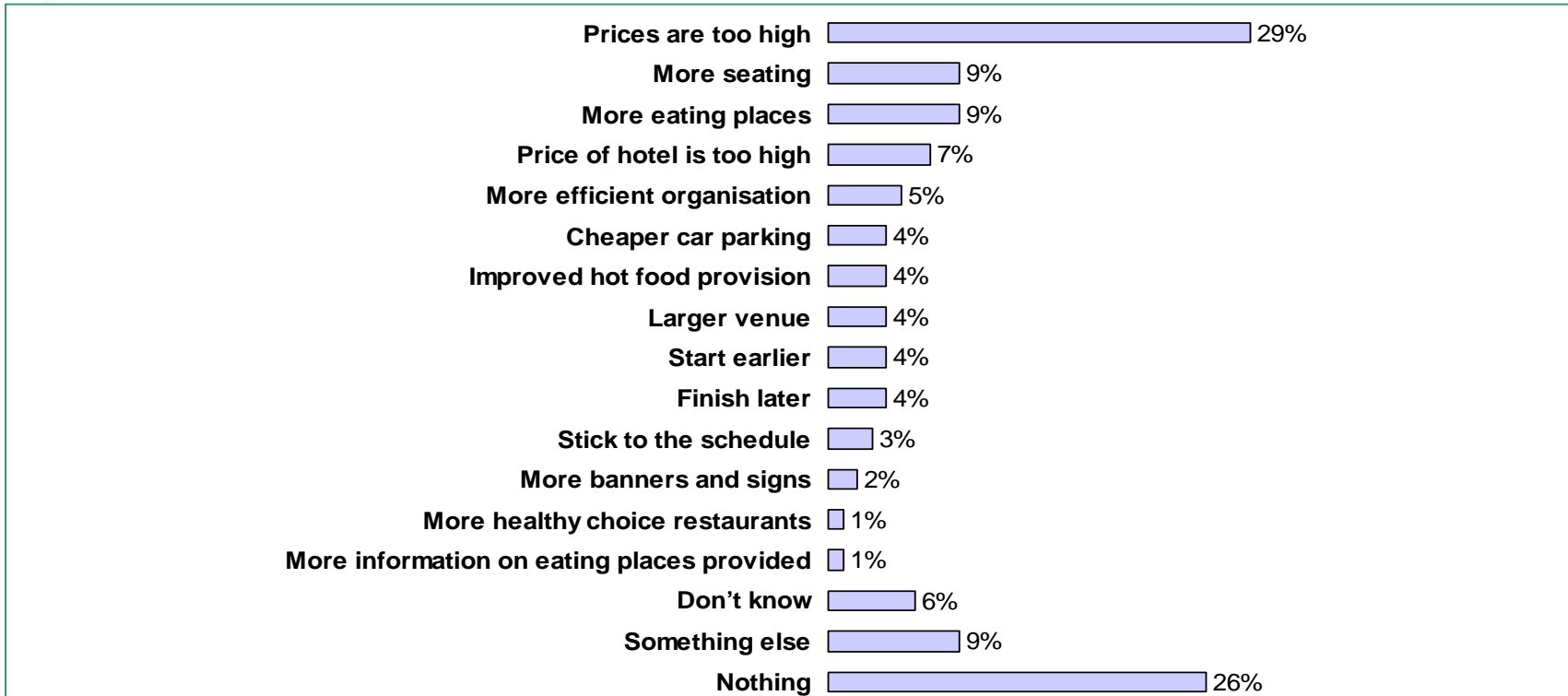


- The overall rating of the World Irish Dancing Championships was very positive with an average rating of 8.37 out of a possible 10.
- Males, those aged 55+ and those from Greater Belfast were most impressed with the event.



# WHAT COULD HAVE BEEN DONE TO IMPROVE THIS EVENT

[ Base: All Respondents - 105 ]

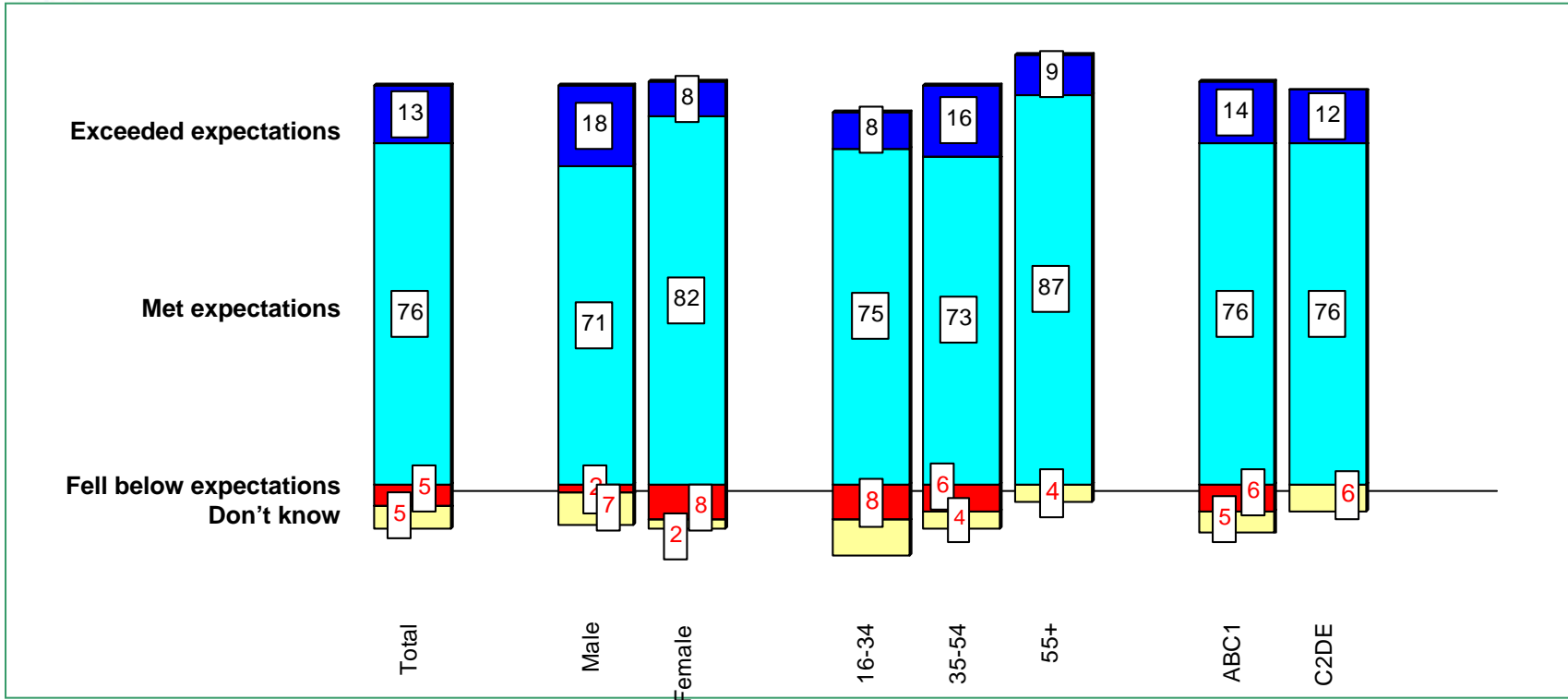


- The key improvement that was sought to improve the World Irish Dancing Championships was to lower the prices charged (29%). Other suggestions for improvements were to have more seating (9%) and to have more eating places (9%).
- Over a quarter (26%) were not able to think of any improvements that could be made to the event.



# WHETHER EVENT FULFILLED EXPECTATIONS

[ Base: All Respondents - 105 ]

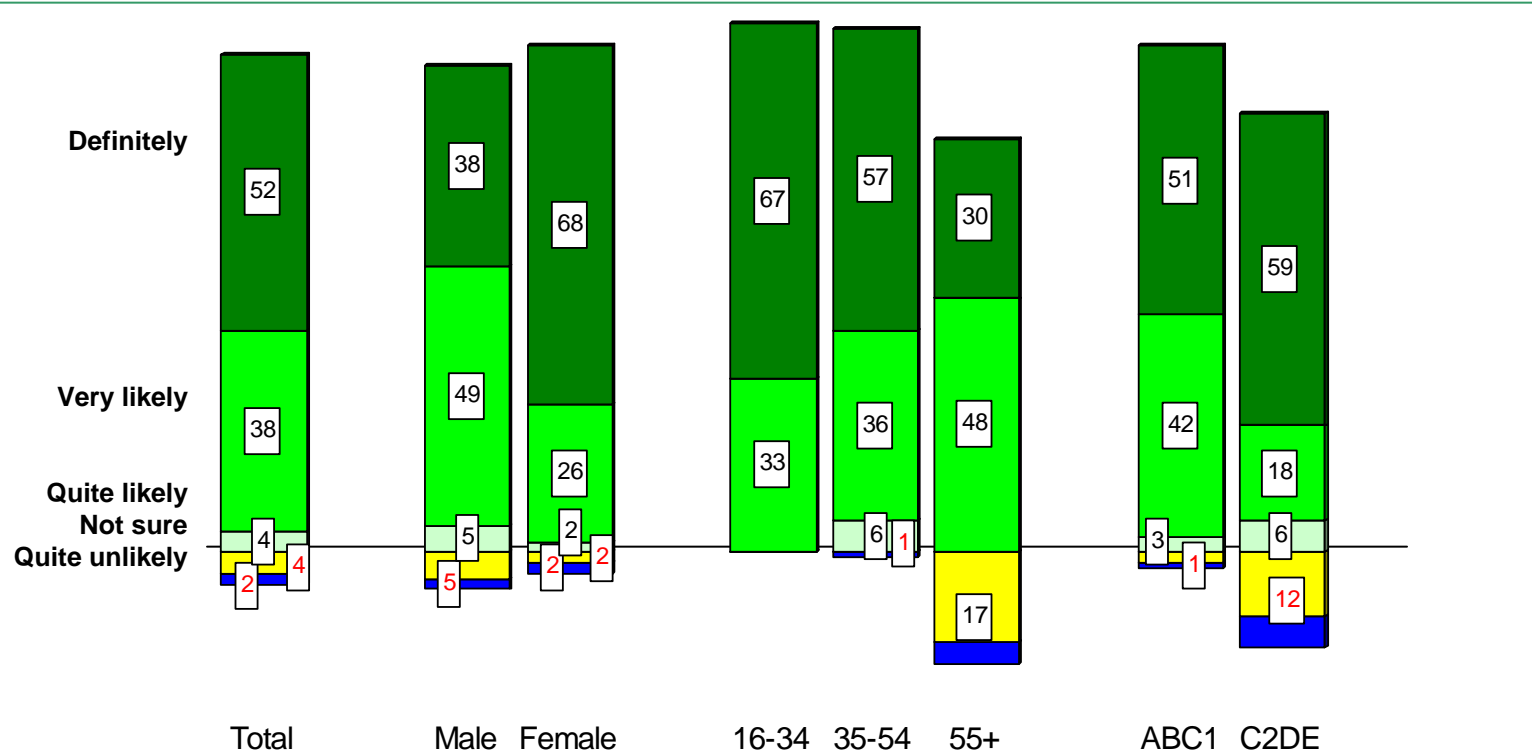


- For almost 9 in 10 (89%) of visitors to the World Irish Dancing Championships, the event met or exceeded their expectations.
- Only 5% of those who attended the World Irish Dancing Championships were disappointed, the event having fallen short of their expectations.



# WHETHER WOULD RECOMMEND OTHERS TO VISIT EVENT

[ Base: All Respondents – 105 ]



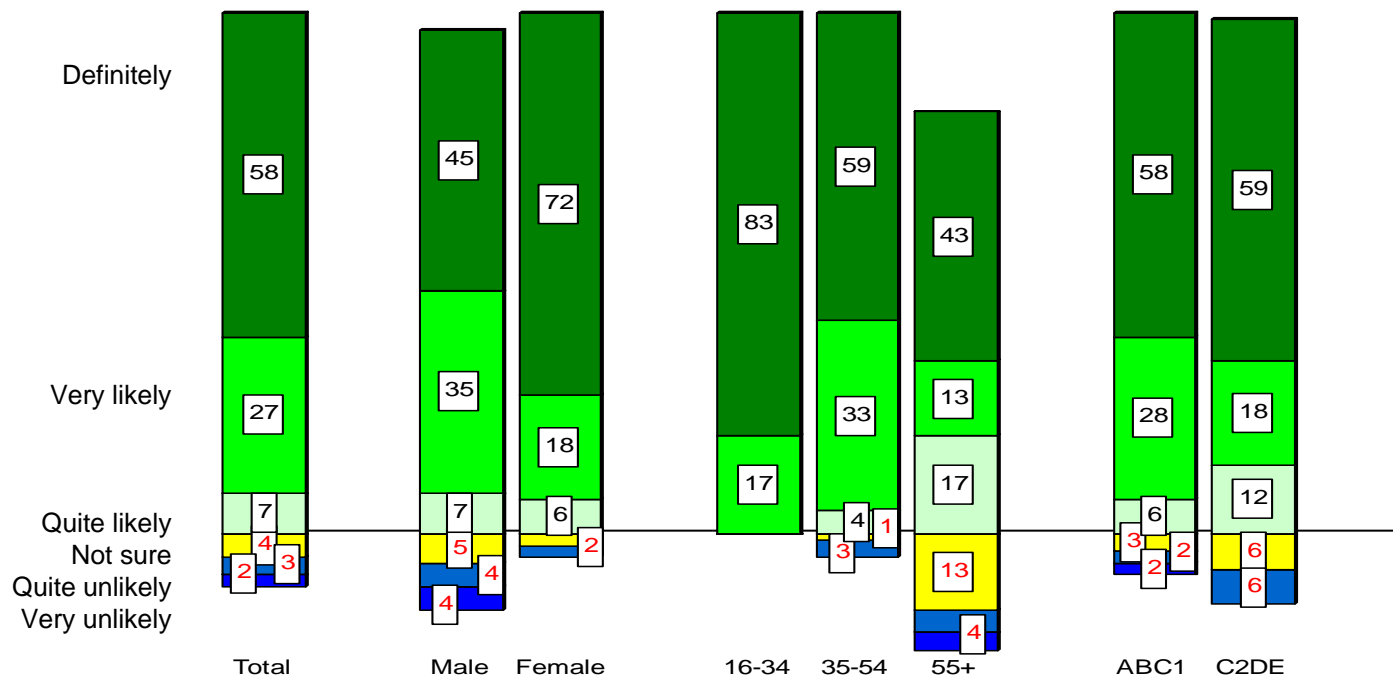
- The willingness of visitors to recommend a destination or an event to others is a critical barometer of opinion. Willingness to revisit being less insightful as it can be tempered by the “been there, done it” sentiment. On this key measurement it is encouraging that 9 in 10 (90%) visitors to the World Irish Dancing Championships stated that they would definitely or very likely recommend family and friends visit the event. Added to this were a further 4% indicating that they would be quite likely to recommend attending the event to others. In effect almost all (94%) visitors left the event as advocates.

- Females and those aged 16 - 24 were most likely to be the strongest advocates of the event.



# INTENTIONS TO REVISIT EVENT

[ Base: All Respondents - 105 ]



- The majority (85%) of visitors to the event stated that they would definitely or very likely revisit the event on another occasion.
- Females and those aged 16 - 24 were most likely to be strongly keen to revisit the event on a future occasion.



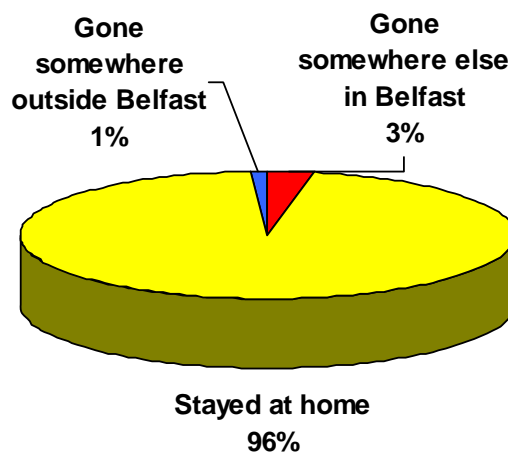
## ADDITIONALITY

### – Alternate activities had event not been staged

[ Base: All Respondents – 105 ]



Millward Brown Ulster

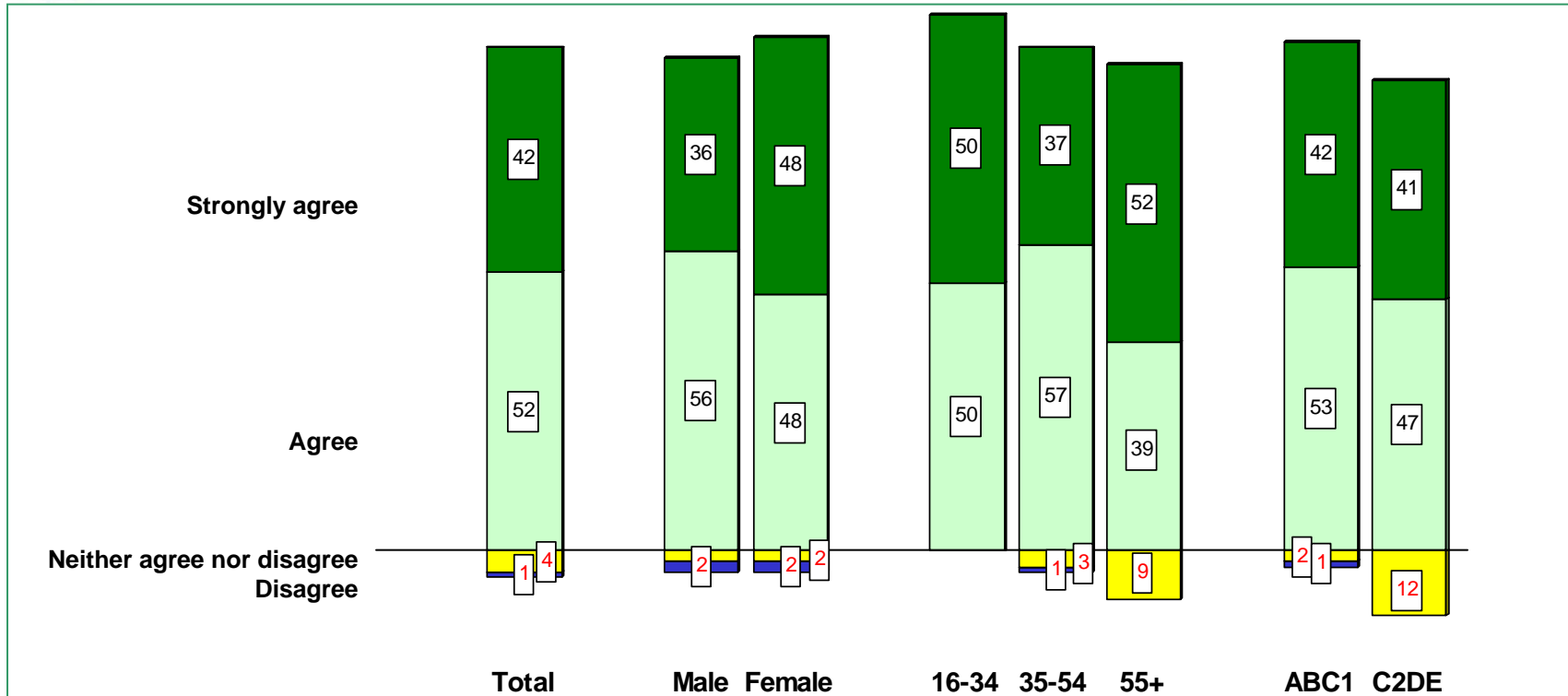


- Had the World Irish Dancing Championships not been staged, the vast majority of people who attended it would otherwise have stayed at home (96%).
- The spend accrued by the 97% who would have stayed at home or gone somewhere outside Belfast can be regarded as the additionality brought about specifically by this event.

# DO EVENTS LIKE THIS ENCOURAGE PEOPLE TO COME TO BELFAST



[ Base: All Respondents - 105 ]



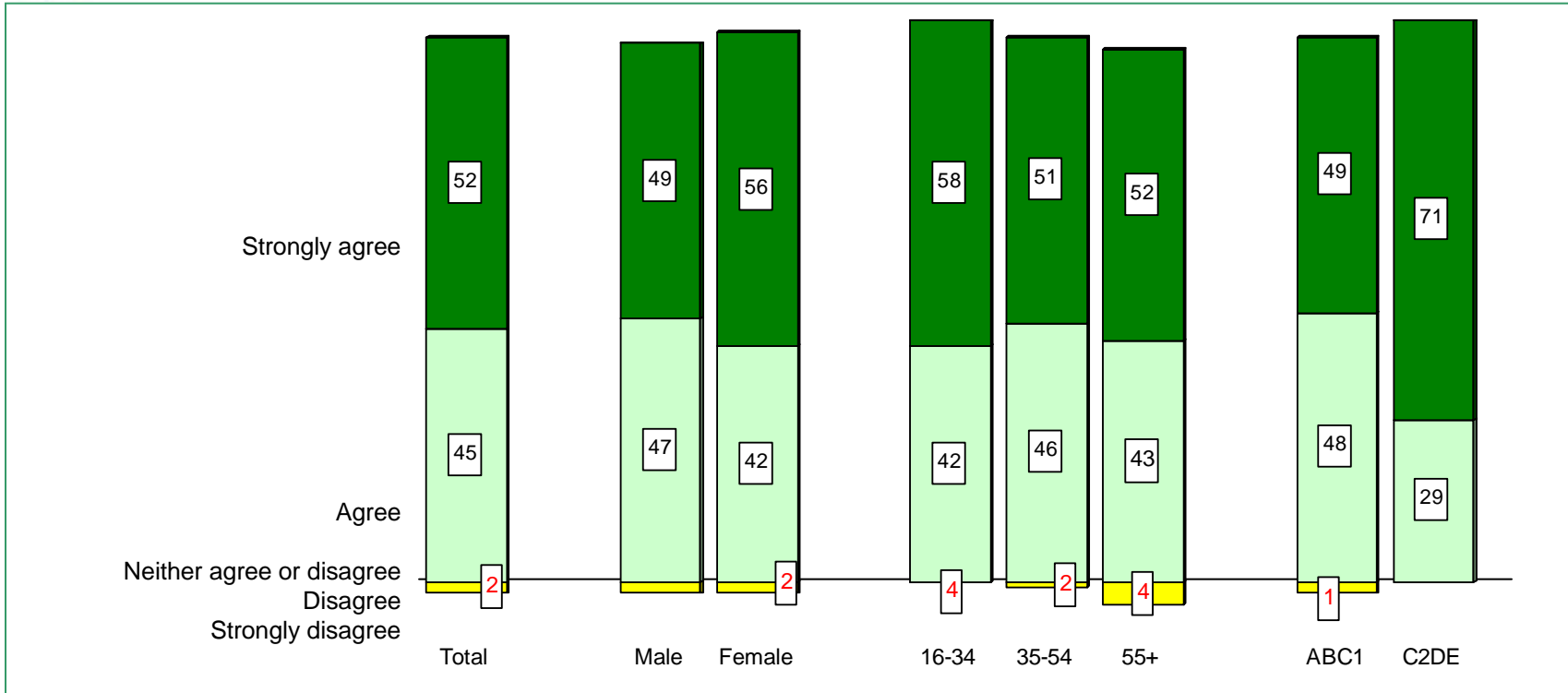
- The vast majority of visitors to the World Irish Dancing Championships (94%) were of the opinion that events such as these encourage people to visit Belfast.



# AGREEMENT THAT THERE SHOULD BE MORE EVENTS LIKE THIS IN BELFAST



[ Base: All Respondents - 105 ]



• There was almost universal agreement that there should be more events like this in Belfast, with 97% of respondents agreeing with this statement.



## TOTAL ESTIMATED SPEND ASSOCIATED WITH EVENT



	Total	Belfast	Rest of NI	Out of State
<b>Estimated Attendees</b>	<b>18000</b>	<b>857</b>	<b>514</b>	<b>16629</b>
<b>Total Estimated Spend</b>				
Accommodation	1,152,405	0	0	1,152,405
Eating out	486,690	6,214	12,857	467,619
Shopping	376,980	2,357	25,715	348,908
Entertainment	111,877	3,857	1,029	106,991
Transport	107,719	1,286	2,572	103,862
<b>Gross Economic Impact</b>	<b>2,235,673</b>	<b>13,714</b>	<b>42,172</b>	<b>2,179,786</b>

- Using these averages of spend per person within each market sector we can calculate that the total gross economic impact of the event was over £2 million.



## ESTIMATED ADDITIONALITY ASSOCIATED WITH EVENT



	Total	Belfast	Rest of NI	Out of State
<b>Estimated Attendees</b>	<b>17486</b>	<b>857</b>	<b>514</b>	<b>16114</b>
<b>Total Estimated Spend</b>				
Accommodation	1,288,986	0	0	1,288,986
Eating out	476,430	6,214	12,857	457,359
Shopping	371,578	2,357	25,715	343,506
Entertainment	110,973	3,857	1,029	106,087
Transport	106,652	1,286	2,572	102,794
Net Additional Expenditure	2,354,619	13,714	42,172	2,298,732
Indirect & Induced Expenditure (0.8 multiplier)	1,883,695			
<b>Total Estimated Economic Impact</b>	<b>4,238,314</b>			

- In order to estimate the element of additionality derived from staging the event, it is necessary to adjust the base to include only those that would not otherwise have visited Belfast, that is to say if the event had not been staged they would have either stayed at home or gone somewhere else in Northern Ireland. This brings the estimated number of attendees down to 17,486.
- Taking into account the average spend per person of these visitors who would otherwise not have visited Belfast, the net additional expenditure brought about by the event is estimated to have been over £2 million.
- Finally applying a multiplier effect of 0.8 to the net additional expenditure we can estimate the indirect and induced expenditure, that is taking into account the goods and services purchased by those supplying services to those attending the event and in turn the goods and services purchased by those in the employment of those benefiting from direct and indirect expenditure. Taking all this into account the total estimated economic impact of this event was over £4.2 million.



## CONCLUSIONS



- ❑ **Visitors to the World Irish Dancing Championships were most likely to be from an ABC1 background and aged between 35 – 54. Visitors were most likely to be attending as a family.**
- ❑ **Over 9 in 10 (92%) of those attending the event were from outside Northern Ireland. The majority of out of state visitors were from North America, the Republic of Ireland and England. A minority of those attending were from Greater Belfast (5%) and the rest of Northern Ireland (3%)**
- ❑ **Dancing schools were the most popular source of information about the World Irish Dancing Championships; almost 9 in 10 (88%) found out about the event via dancing schools.**
- ❑ **Almost all (97%) of those who visited the World Irish Dancing Championships would not have visited Belfast that day had the event not been staged.**



## CONCLUSIONS



- ❑ **Regarding the rating of the World Irish Dancing Championships by those who attended:**
  - 91% of visitors rated the event positively and 79% rated it very positively
  - 89% stated that the event had met or exceeded their expectations
  - 90% would recommend attending the World Irish Dancing Championships to family and friends
  - 85% intend to revisit the event in the future
  
- ❑ **Visitors from Greater Belfast spent on average £16.00 during their visit. In the case of visitors from elsewhere in Northern Ireland average spend was higher at £82.00 per head. Out of state visitors' spend per head was much higher at £131.09.**
  
- ❑ **The gross level of spending associated with the event is estimated at over £2million**



## CONCLUSIONS



- ❑ **Net additional expenditure, that is the expenditure associated with the visitors who would not have come to Belfast had the event not been staged is estimated at over £2 million.**
- ❑ **Allowing for the direct and indirect expenditure generated as a result of this net additional expenditure the total estimated economic impact of the event is over £4.2 million. These being the monies brought to the City as a direct result of staging the World Irish Dancing Championships.**