

# Liverpool Capital of Culture Events (2008)



## MTV Europe Music Awards Economic Impact Assessment - of Audience

Prepared for

Liverpool Culture Company and Liverpool City Council



by

**bdrc**<sup>®</sup>

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# 1. INTRODUCTION

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## **1.1 Event Details**

On 6<sup>th</sup> November, 2008, Liverpool hosted the MTV Europe Music Awards.

## **1.2 Research Objectives**

This study has been commissioned by Liverpool Culture Company and Liverpool City Council to research the origin, behaviour, satisfaction and economic impact of the event, as part of a wider study to assess the economic impact of a range of events held in Liverpool during Liverpool Capital of Culture 08.

The objectives of this research are to:

- identify and quantify the full economic impact of Liverpool's Culture programme in 2008 on Liverpool, Merseyside and North West England, including the number of jobs created and supported
- develop a profile of the audiences for each of the events included in the research, and
- obtain consumer perceptions of the events, from both local residents and visitors.

More specifically the research is using fieldwork and multiplier analysis to gather information on:

- Audience profile;
- Lifestyle characteristics;
- Influence of marketing in the decision to attend;
- Extent of multiple visits between simultaneously occurring events to derive the numbers of attendees at events;
- Length of stay in Liverpool and NW England;
- Modes of transport used to travel to, and within the City;

- Quality of experience including satisfaction with and image of the events and Liverpool, and;
- Visitor expenditure (direct, indirect and induced).

### **1.3 Methodology and Reporting**

56 interviews were completed immediately before the event, using a structured questionnaire. The respondents were a mix of competition winners, MTV invitees, public ballot guests and others. BDRC deployed 20 interviewers on-site. However, security staff failed to recognise the pre-agreed accreditation until immediately before the start of the event and so interviewers attained fewer than the targeted number of interviews. The report contains tables and charts to illustrate the findings of the analysis with explanatory text.

### **1.4 Confidence Intervals**

The confidence interval is the statistical difference between the results returned by the sample and what might reliably be assumed to have been the response had the entire population under study responded to the survey. This is usually expressed as a plus or minus % value. The table below shows the confidence intervals for different % responses, based on our sample of 56 from an estimated population of 4,250 and assuming as standard 95% confidence in our data. This is a relatively small sample and confidence intervals are necessarily wide.

<b>% Response returned</b>	<b>Confidence interval (+/-)</b>
95 or 5	5.71
90 or 10	7.86
85 or 15	9.35
80 or 20	10.48
75 or 25	11.34
70 or 30	12.00
65 or 35	12.49
60 or 40	12.83
55 or 45	13.03
50	13.10

**Example:**

assuming that 25% of respondents stated they had visited another Liverpool 08 event; with a confidence interval of (11.34%) we could say that we would expect the entire population to range between (14%) and (36%) to have visited another Liverpool 08 event.

## 2. EXECUTIVE SUMMARY

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Please note that all results are based on the small sample of interviews achieved and as such the findings should be treated with caution. Results relate to a mix of competition winners, MTV invitees, public ballot guests and others. VIP guests were not included in the sample and have therefore not been included in the weightings.

### **2.1 Profile and Origin of Visitors**

- More females than males were in the audience sample.
- Half of the audience was under 25; a third were 25-34; just 14% were over 35 years old.
- DE backgrounds were under-represented when compared to population figures.
- The majority of the audience was regional (Liverpool 44%; Merseyside 24%; rest of NW 2%). The widespread standing of the MTV brand attracts a wider audience (10% rest of Britain; 20% overseas).

### **2.2 Residents, Staying Visitors and Day Visitors**

- 23% of audience members were on a staying away trip.
- The average length of stay in Liverpool was 2.00 nights. (Caution: tiny sub-sample base).

### **2.3 Visitor Behaviour**

- For 80% of visitors, the event was the sole reason or was very important (16%) in their decision to visit Liverpool that day.

### **2.4 Marketing**

- News coverage was a key influence for attendance, backing up word of mouth.

## **2.5 Visitor Satisfaction**

- Event experience ratings were positive. Signposting and miscellaneous services were not well received.
- The majority of non-residents of Liverpool reported they were at least quite likely to visit the city again (84%), reflecting both high levels of satisfaction and a strong regional concentration.

## **2.6 Economic Impact of Audience Members**

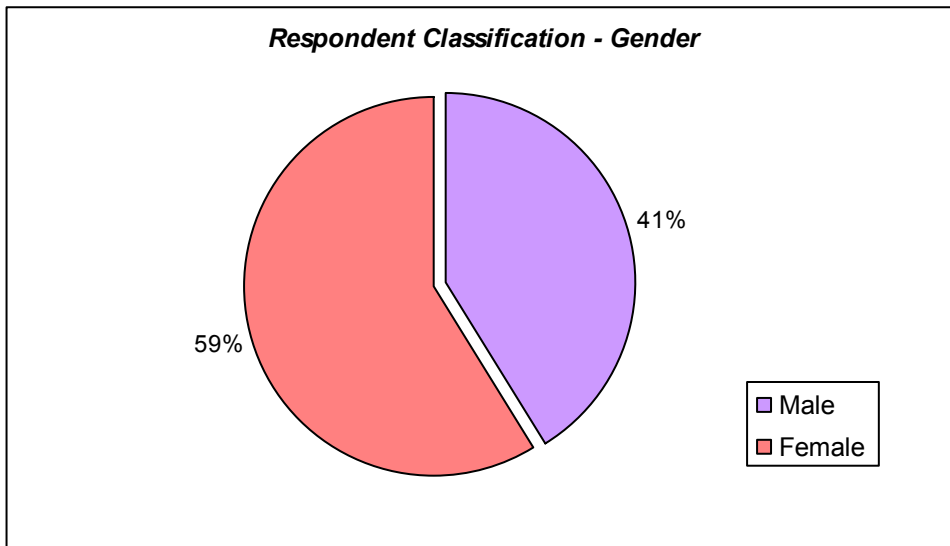
- The average visitor spend per person per day was £116.48 excluding accommodation and £132.82 including accommodation. Of all visitors, approximately 23.2% stayed in paid accommodation, for an average of 2 days, and their total spending on accommodation during their stay averaged £70.34 per visitor. This equated to approximately £35.17 per day for their stay of 2 days.
- The total visitor spend generated by the event is estimated as £564,469, of which £69,425 was on accommodation, and £495,044 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 90.17 per cent of this amount was spent in Liverpool itself – a total of £508,969 – with £26,649 spent in the rest of Merseyside and £24,509 in the rest of the North West. £4,342 was spent outside the North West.
- It is estimated that just over 80.4% of the expenditure was additional expenditure related to the event – generating £409,211 (£508,969 x 0.804) for the City, £21,426 for the rest of Merseyside, £19,705 for the rest of the North West and £3,491 for outside the North West.
- Total expenditure generated by the event, including multiplier effects, was £751,762, of which 80.4%, or £604,416, was additional.
- The event spend is estimated to have supported 15.47 jobs – 11.60 directly and 3.87 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.

### 3. PROFILE AND ORIGIN

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#### 3.1 Visitor/Respondent Profile

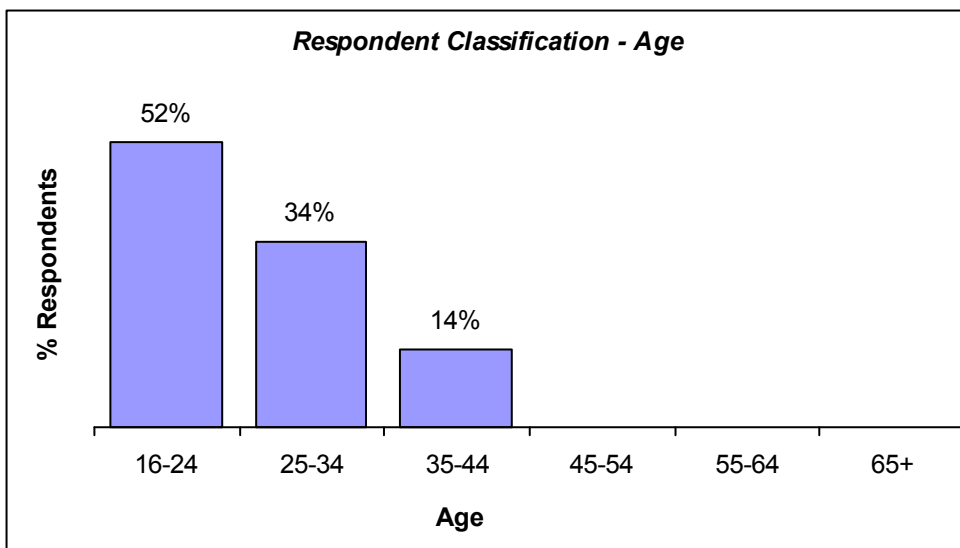
##### 3.1.1 Respondent Gender



Base = All respondents, 56(weighted 4,250)

There was a preponderance of women among the respondents.

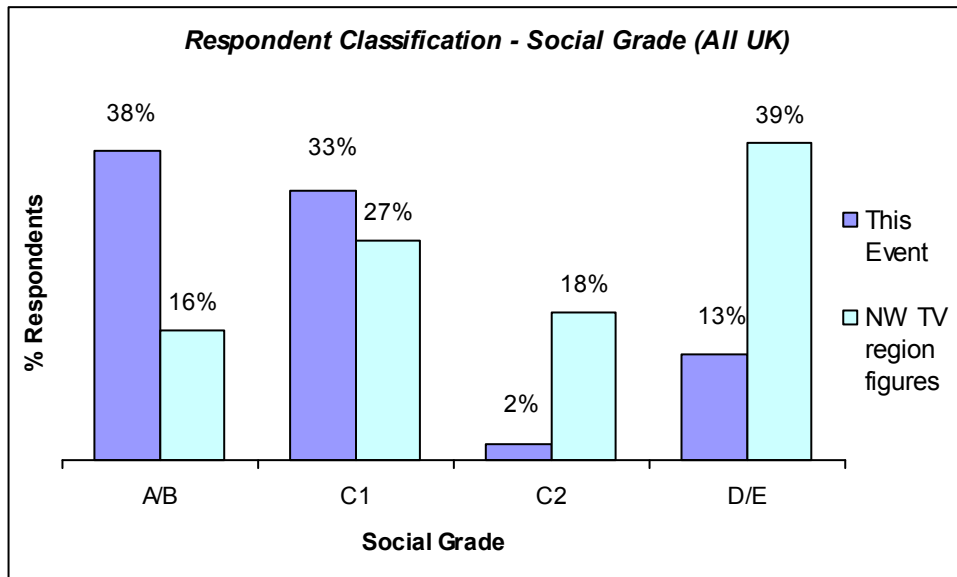
##### 3.1.2 Respondent Age



Base = All respondents, 56 (weighted 4,250)

There is a clear skew towards younger adults for this event.

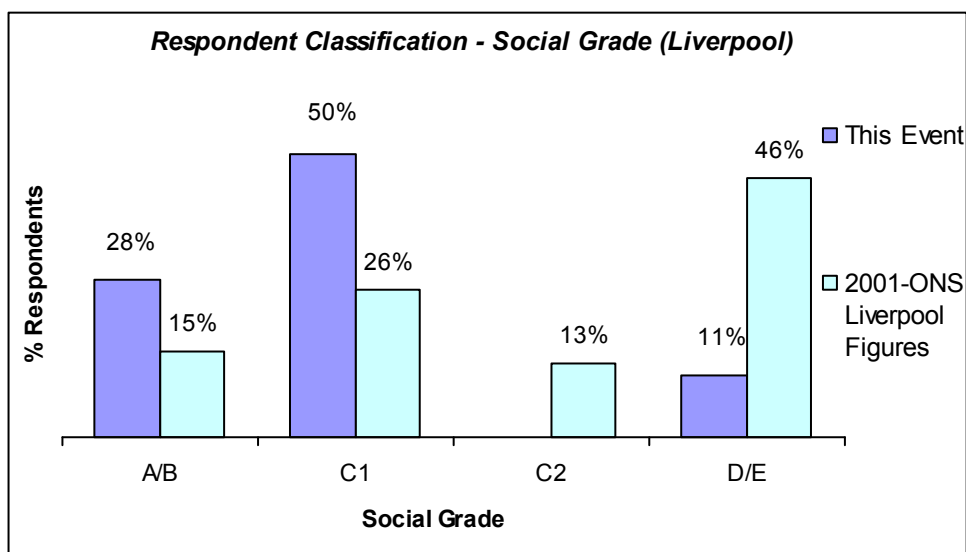
### 3.1.3 Social Grade



Base = All UK respondents, 48 (weighted 3,643)

Those from ABC1 social backgrounds accounted for just under three quarters of the audience (71%), over-representing this group compared to the NW TV region population<sup>1</sup>.

Audience members from DE social grade backgrounds were somewhat under-represented, with only 13% of the audience.

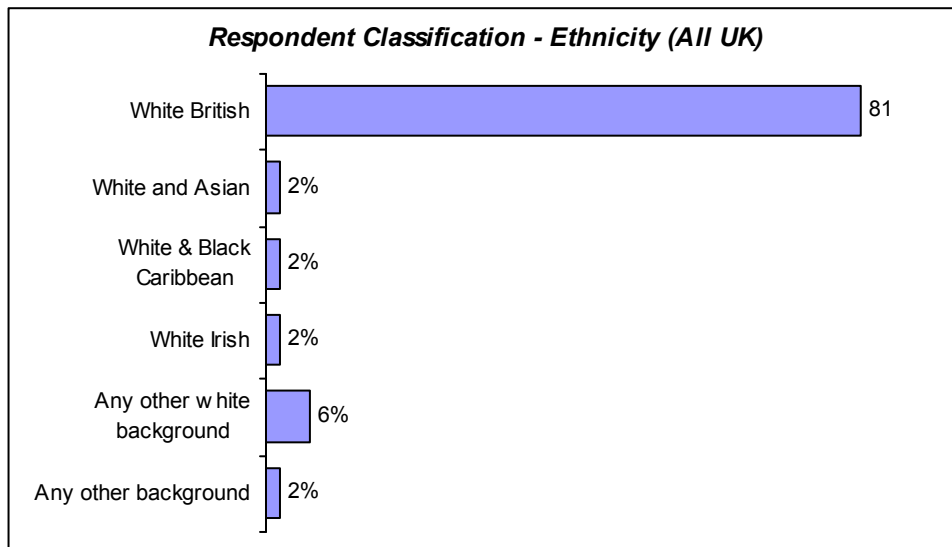


Base = All Liverpool residents, 18 (weighted 1,366)

<sup>1</sup> NW TV Region popular profile sources from The Marketing Pocket Guide

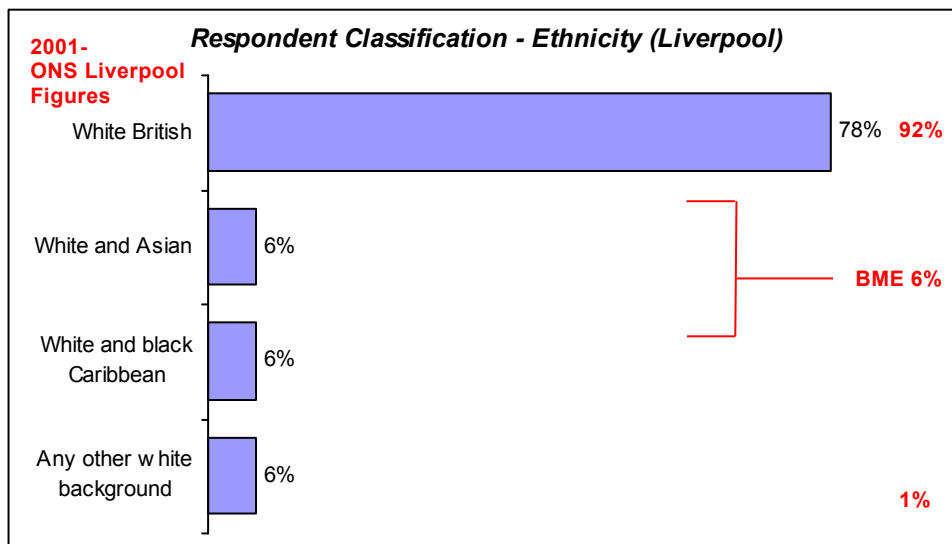


### 3.1.4 Ethnicity



Base = All UK Respondents, 48 (weighted 3,643)

The largest single ethnic group in the sample was White British (81%). Minority groups were diverse though individually small. 5% of the respondents refused to answer.



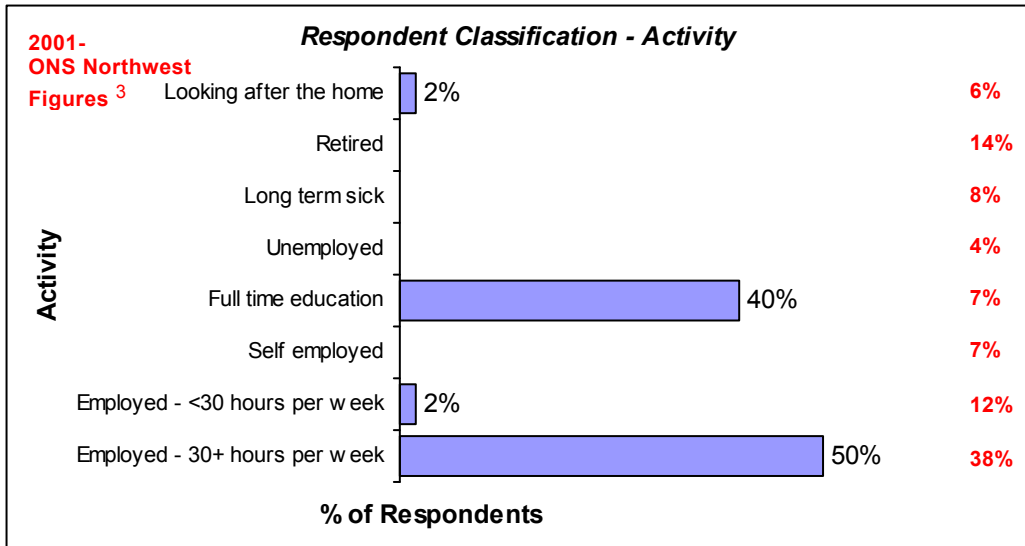
Base = All Liverpool residents, 18 (weighted 1,366)

Representation of audience members who were of BME background was double that of the 2001-ONS Figures for individuals from BME backgrounds in Liverpool.

### 3.1.5 Disability

None of our sample considered themselves to be Disabled, Deaf or Living with a Long-term illness.

### 3.1.6 Activity

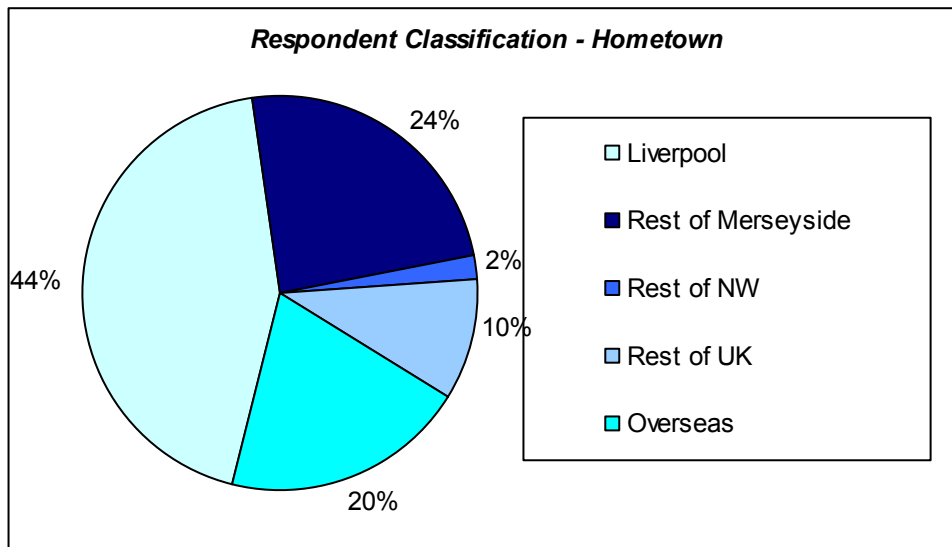


Base = All respondents, 48 (weighted 3,643)

Compared to 2001-ONS figures<sup>2</sup> there was some over-representation of people in full-time employment (50%) and a much higher number in full time education (40%). Most other groups were somewhat under-represented (though such a small sample may not necessarily contain a perfect cross-section of the population). These results are consistent with the younger adult age profile.

<sup>2</sup> North West and England populations from 2001 Census: Census Area Statistics: Economic Activity (UV28)p

### 3.2 Respondent Origin



Base = All respondents, 46 (weighted 4,250)

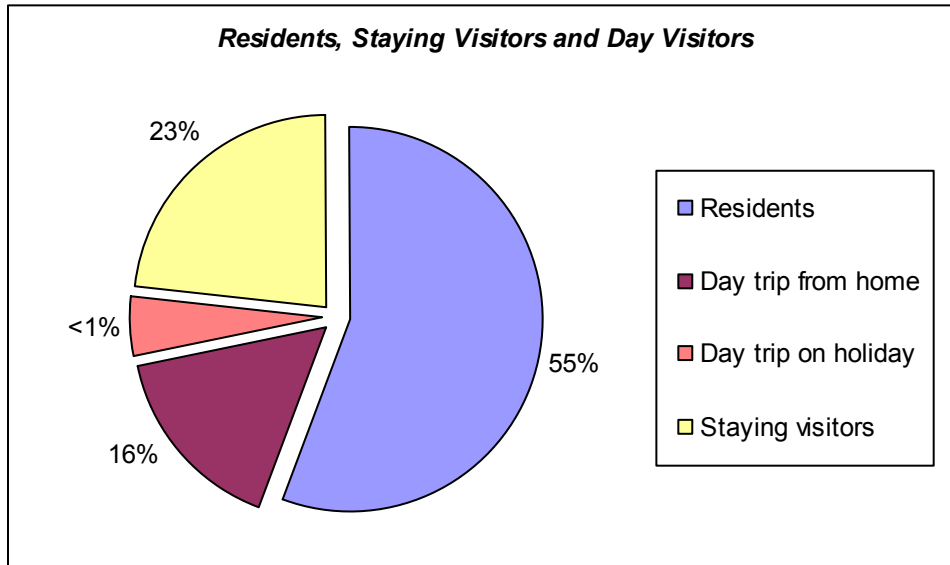
The audience for event was predominantly local, with over two thirds (68%) of respondents from Merseyside: 44% claimed to be Liverpool residents; 24% from the rest of Merseyside. The rest of the North West was underrepresented with only 2%. The 10% from the rest of Britain and 20% from overseas reflect the diverse nature of the event 'MTV Europe Music Awards'

Visitors from the rest of Merseyside originated from:

Area	% of respondents
Wirral	10%
Sefton	7%
St Helens	-%
Knowsley	7%

## 4. RESIDENTS, STAYING VISITORS AND DAY VISITORS

### 4.1 Type of Visitor



Base = All respondents, 56 (weighted 4,250)

Reflecting their wider UK and overseas origins, 23% of visitors were on a staying trip. 55% of visitors described themselves as residents of the Liverpool area and 16% were on a day trip from home.

### 4.2 Accommodation Details

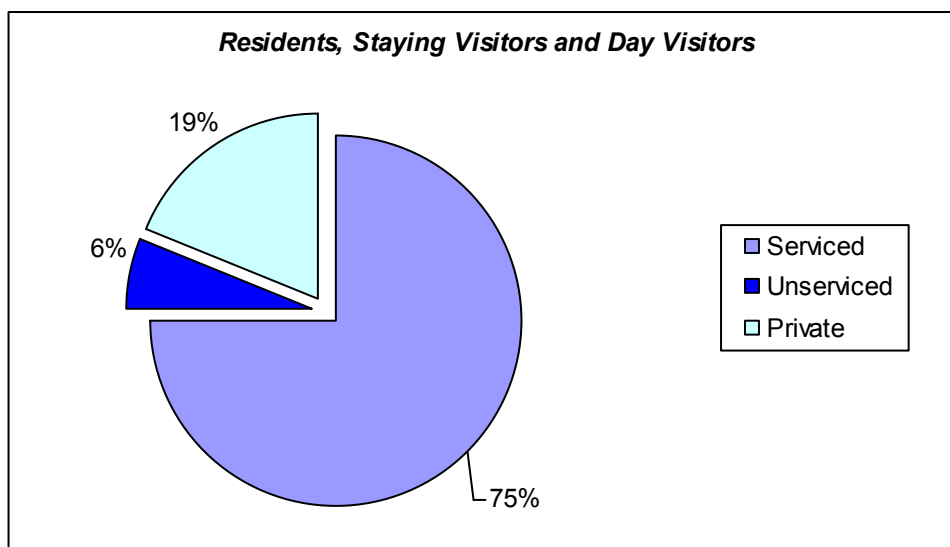
#### 4.2.1 Length of Stay

Statistical Health Warning: be aware that data within this section is based on just 16 respondents staying away from home in the area and hence has a much lower level of associated reliability. (95% confidence limits on a survey result of 50% are  $\pm 25\%$ )

Respondents were asked for details of their length of stay; great caution is advised when viewing these figures, as they represent a tiny base.

The average length of stay was 3.13 nights

## 4.2.2 Type of Accommodation

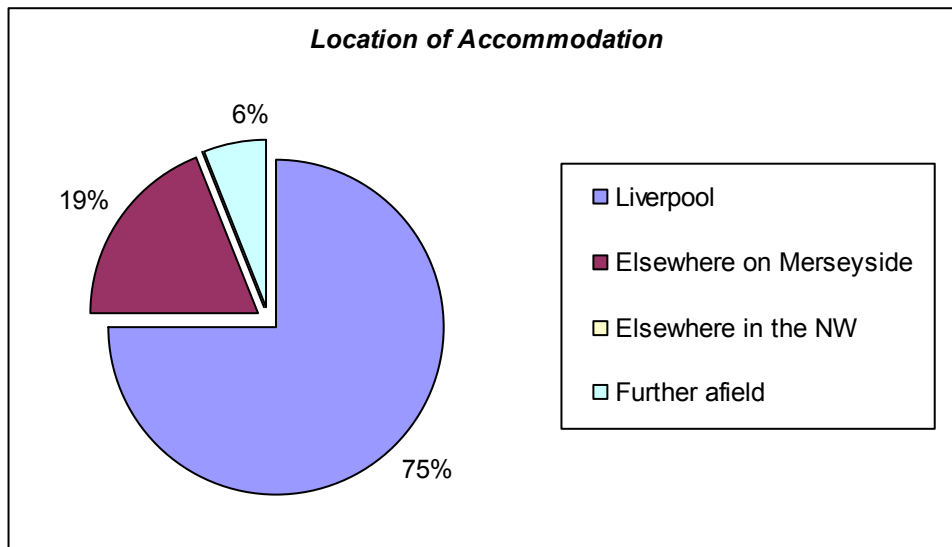


Base = All staying respondents 16 (weighted 1,214)

Staying visitors were also asked for the type of accommodation they were using as part of their visit. Three quarters stayed in serviced commercial accommodation with another 6% in unserviced. Only 19% stayed with friends and relatives.

Type of accommodation	visitors staying (%)
4 / 5-star hotel	25
3 star (Middle Market)	38
1 / 2 star (Budget Lodge)	13
Pub	-
Unlicensed Hotel (incl. Guesthouse, B&B, farmhouse)	-
Cruise Ship	-
Flats let	-
Hostel	6
Home of friend / relative	19

### 4.2.3 Location of Accommodation



Base = All staying respondents 16 (weighted 1,214)

The majority of staying respondents indicated that they were staying in Liverpool (75%).

On average, visitors were staying **3.13** nights in **total**; **2.00** nights in **Liverpool**.

### 4.2.4 Accommodation Expenditure

The mean spend per person of staying visitors, other than those visiting friends and relatives (VFRs), was £70.34 on accommodation and £377.25 on other goods and services. Given an average stay of 2 days, this would equate to an average spend per person per day of £35.17 on accommodation alone and £188.63 on other goods and services. This is based on a sample of 9 respondents staying in paid accommodation – 8 in serviced accommodation and 1 in non-serviced.

#### **4.2.5 Accommodation Rating**

Respondents staying in paid accommodation were asked to rate their accommodation on a scale of 1 to 5 in terms of quality. Ratings were positive, over half rated their accommodation 'very good'.

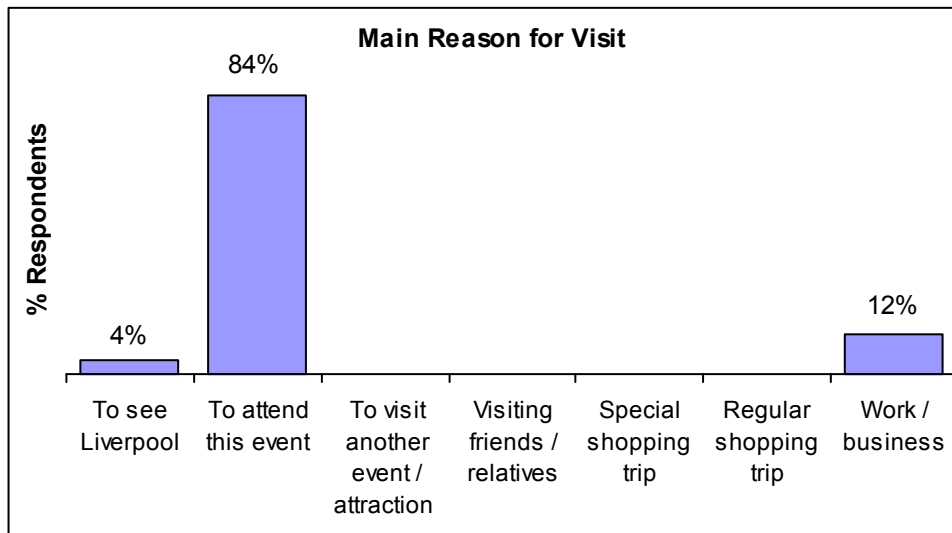
<b>Rating of accommodation</b>	<b>% of Responses</b>
Very good (5)	38%
Good (4)	38%
Neither (3)	6%
Poor (2)	6%
Very poor (1)	-
<i>Not stated</i>	<i>12%</i>

Converting the above responses to a scale from 1 to 5 gives a mean satisfaction score of 4.21 equating to an overall rating closer to 'good' than to 'very good'.

## 5. VISITOR BEHAVIOUR

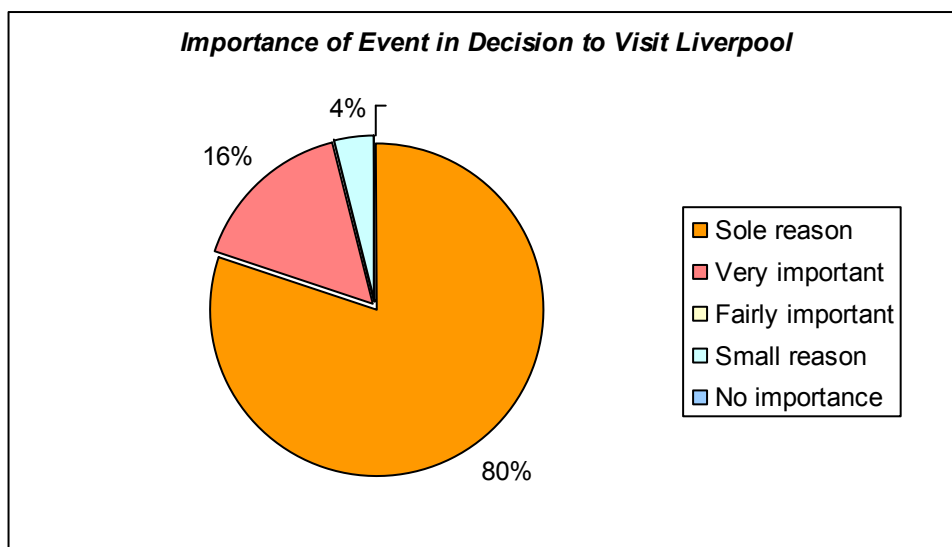
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### 5.1 Main Reason for Visiting Liverpool



Base = All non-residents, 25 (weighted 1,897)

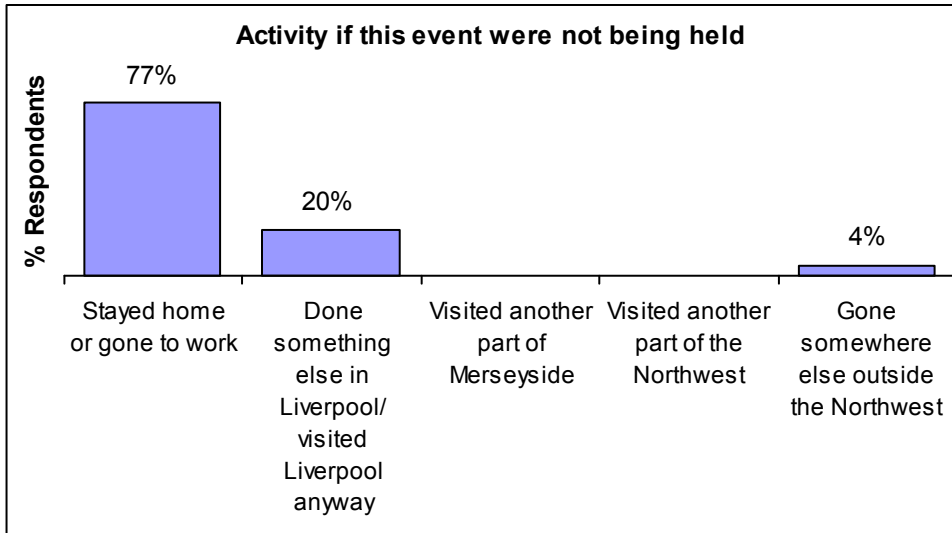
Non-residents were asked the main reason for their visit to Liverpool. For the great majority, the event itself was the main reason (84%).



Base = non residents, , 25 (weighted 1,897)

In a related question, non residents were asked how important the event was in terms of their decision to visit Liverpool. Over three quarters (80%) of all non-residents reported it was the sole reason for their visit. 4% claimed it was a small reason for their visit and no one stated the event had no importance.





Base = All respondents, 56 (weighted 4,250)

Over three quarters would have stayed at home or gone to work if this event were not being held (77%). 20% would have visited Liverpool anyway whilst 4% would have chosen somewhere else in the UK outside the Northwest.

## **5.2 Attendance at other Liverpool 08 events**

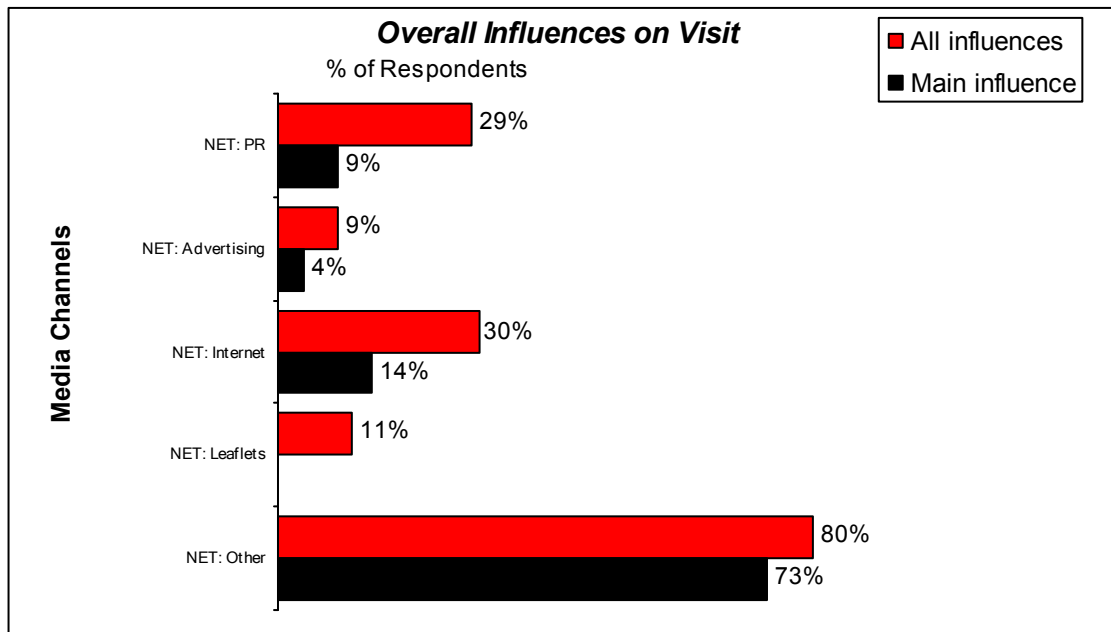
50% had been to previous Liverpool events.

## 6. MARKETING

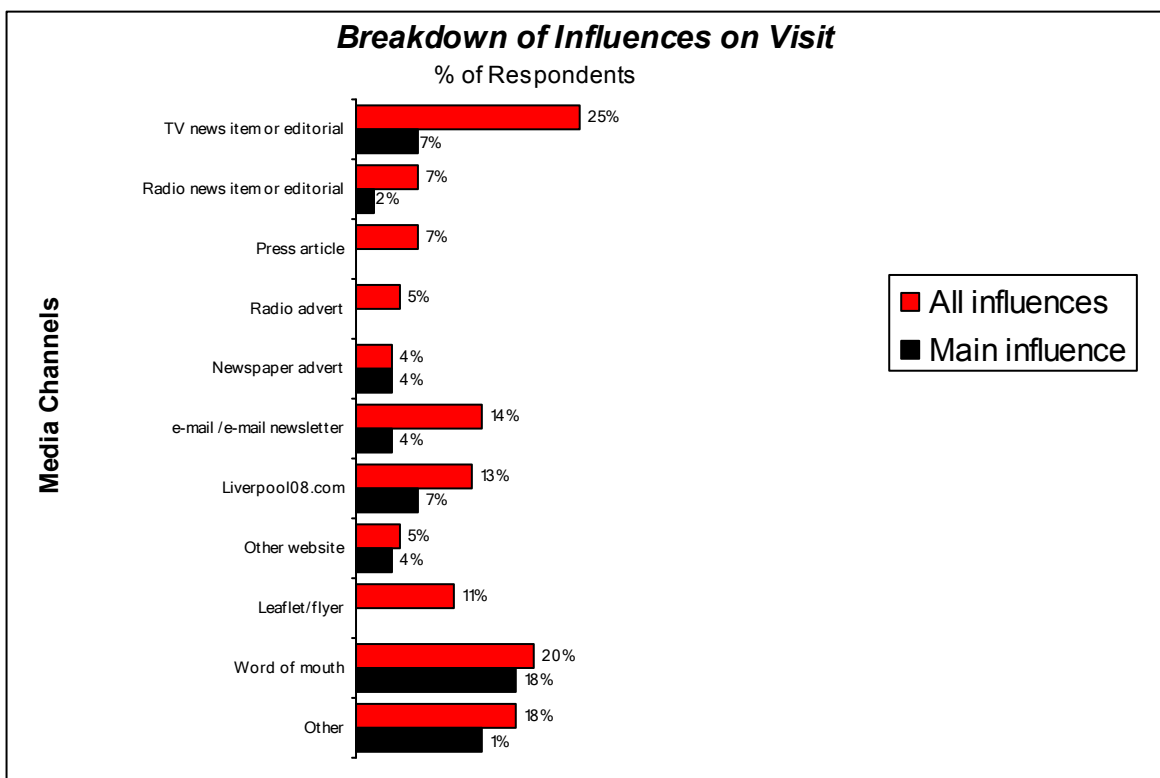
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### 6.1 Effectiveness of Marketing Activity

In an attempt to gain a measure of marketing channels used to promote the event, all respondents were asked to detail both all influences on their visit and the main influence.



Base = All respondents, 56(weighted 4,250)



Base All respondents, 56 (weighted 4,250)

News coverage on TV predominated whilst word of mouth and email also proved highly effective. Word of mouth came across as the main influence on people’s decision to visit.

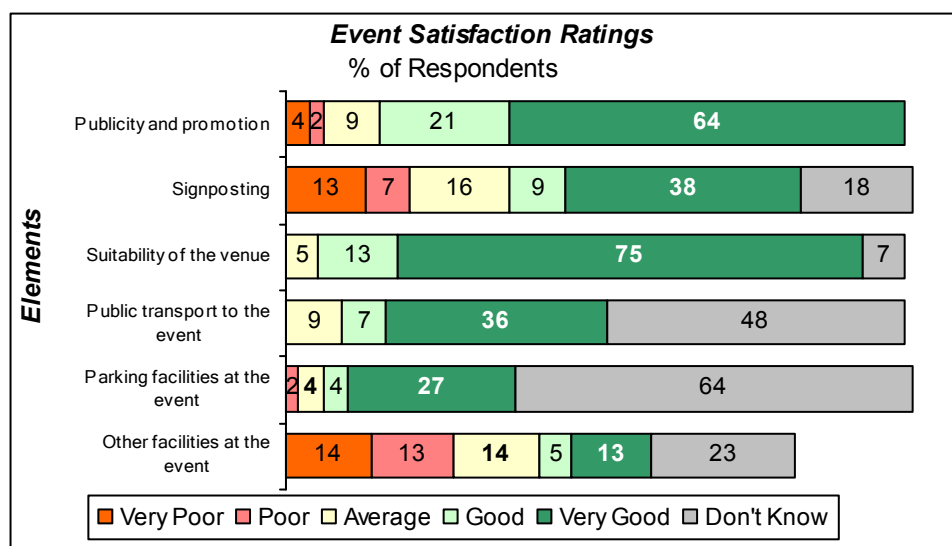
## 7. VISITOR SATISFACTION

### 7.1 Visitor Ratings of Satisfaction with Event

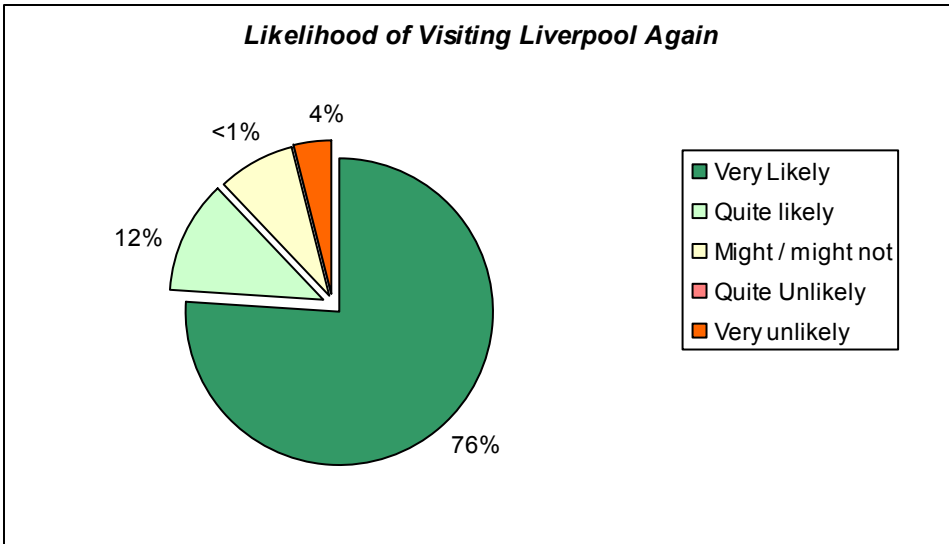
Visitors were asked to rate their levels of satisfaction with various aspects of the event using the Likert scale (where 1=very poor and 5=very good). On this scale, a rating above 3.0 indicates a net satisfaction level, whilst any rating below 3.0 indicates a net level of dissatisfaction. The mean rating score derived for each category is shown below, and the individual satisfaction levels for each aspect detailed in a chart beneath this.

Rating category	Mean score
Publicity and promotion	4.4
Signposting	3.6
Suitability of the venue	4.8
Public transport to the event	4.5
Parking facilities at the event	4.6
Other facilities at the event	3.3
<b>Overall mean score</b>	<b>4.2</b>

The event delivered an overall sample level just above good. Signposting and miscellaneous other facilities were not well-regarded.



Base: All respondents, 56 (weighted 4,250)



*Base: All non-residents, 25 (weighted 1,897)*

Audience members who were not Liverpool residents were asked how likely they were to visit the city again. Response was overwhelmingly positive.

## **8. ECONOMIC IMPACT**

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### **8.1 Introduction**

The economic impact of the MTV Europe Music Awards in Liverpool has been calculated in three steps, as follows:

- In Step 1, the total expenditure of visitors to the event has been calculated, based on the survey returns, to calculate Round 1 expenditure;
- In Step 2, the amount of Round 1 expenditure recycled within Liverpool, Merseyside and the North West was calculated, based on sectoral multipliers derived by Cambridge Econometrics. The number of jobs supported by both Round 1 and multiplied expenditure was also calculated, based on turnover per job figures in each sector derived by Cambridge Econometrics;
- In Step 3, the amount of total Round 1 and multiplied expenditure that was additional expenditure related to the event was calculated by multiplying the estimate for total expenditure calculated under Steps 1 and 2 by the percentage of survey respondents who stated that, had the MTV Europe Music Awards not been held in Liverpool, they would have otherwise stayed at home, gone to work or gone somewhere outside the North West.

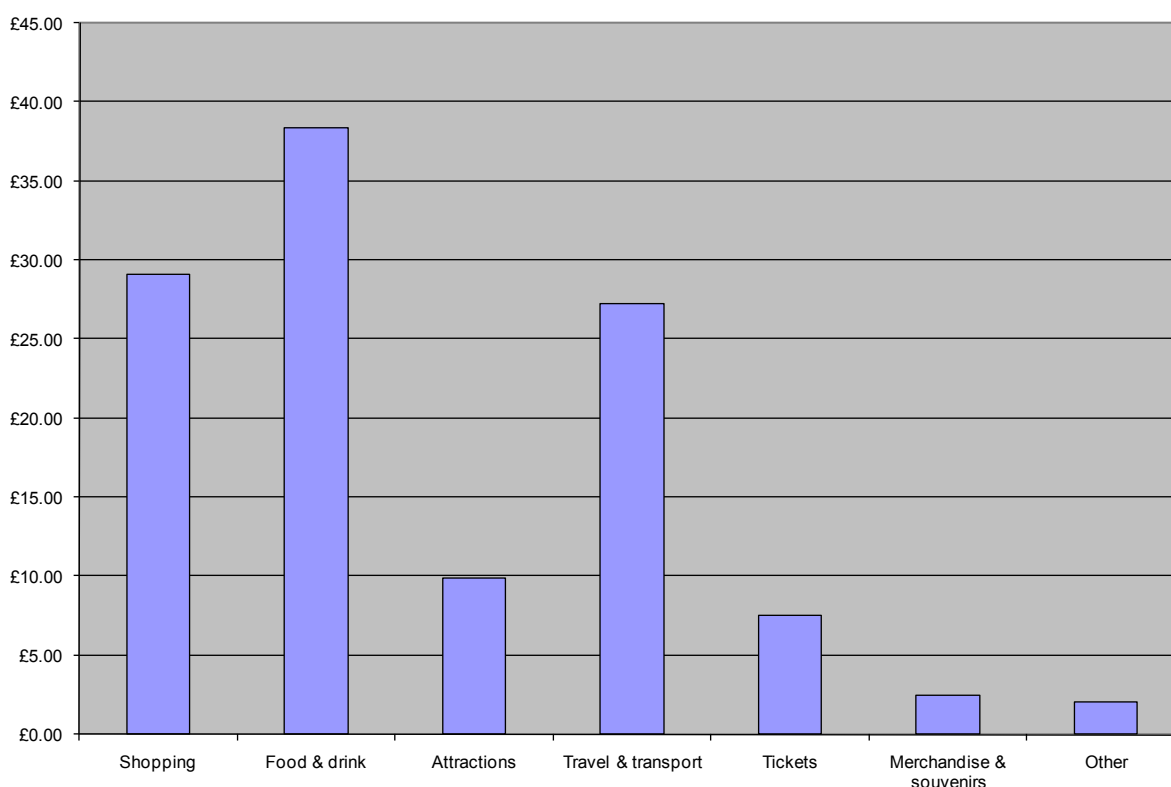
The sequence of calculations, and methodology used to arrive at estimates, is shown in the flowchart overpage. In the remainder of this section, the results of the economic impact assessment are set out.

- 1 Round 1: Total visitor expenditure**  
 Computed as:  
 Average expenditure per visitor excluding accommodation x Nos of visitors  
 Average expenditure of staying visitors on accommodation (Q.7) x Nos of visitors staying in paid accommodation  
 Allocated between Liverpool, Merseyside & the rest of the North West  
*Note that for those staying in paid accommodation, the results were based on a small sample size*
- 2 Round 2: Recycled expenditure within Liverpool, Merseyside and the North West**  
 Computed as:  
 Round 1 expenditure in each sector x % retained in the region  
 Based on Cambridge Econometrics' research, the retention rates are as follows in each sector:  
 Accommodation : 75%  
 Retail : 19%  
 Catering : 50%  
 Attractions : 37%  
 Travel : 7%
- 2a Geographic allocation of total expenditure**  
 between Liverpool, Merseyside, the North West and elsewhere  
 Computed as being in proportion to the geographic allocation of Round 1 expenditure
- 2b Estimate of jobs supported by visitor expenditure**  
 Computed as:  
 Round 1 expenditure divided by turnover per job in each sector  
 Round 2 (multiplied) expenditure divided by turnover per job in each sector  
 Where turnover per job is as follows for each sector:  
 Accommodation = £50,000  
 Retail = £50,000  
 Catering = £50,000  
 Attractions = £35,650  
 Travel = £50,650
- 3 Additional expenditure related to the event**  
 Computed as:  
 Total Round 1 & Round 2 expenditure x % who would have stayed at home, gone to work or gone somewhere outside the NW (Q8e)

## 8.2 Step 1: Average Visitor Expenditure

Average visitor expenditure was calculated by deriving the average spend for the following categories: shopping, food and drink, attractions, travel, merchandise and “other” items, to estimate the total amount spent by visitors to the MTV Europe Music Awards. Note: those who did not spend anything at the event were included when calculating the average figure but those who refused to answer the question were not included. The allocation of expenditure between different items is shown in Figure 8.1 below, excluding expenditure on accommodation by staying visitors.

**Figure 8.1**  
**Average expenditure of those attending the MTV Europe Music Awards**



**Source:** Audience Survey. Base = 56 respondents

The average expenditure rate excluding accommodation was £116.48 per person, of which £38.34 was on food and drink (33%), £29.08 on shopping (25%), £27.26 on travel (23%), £9.88 on visits to attractions (8.5%), and £7.47 on tickets (6.4%), with merchandise and other expenditure accounting for the balance.

A further question asked participants where they had spent the money. Approximately 90.2% of the allocation of expenditure (including accommodation) was within Liverpool itself, with 4.7% being elsewhere in Merseyside. Just over 4.3% was spent elsewhere in the North West, and 0.8% outside the North West.



### 8.3 Step 1: 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 average expenditure spend per person by the estimated number of visitors to the event, to derive the total level of spending on items other than accommodation; and
- multiplying total expenditure on accommodation by the estimated number of visitors to the event staying in paid accommodation, to derive the total level of spending on accommodation.

**The estimated total gross visitor spend for the MTV Europe Music Awards is £564,469. 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 Figure 8.2 below.

**Figure 8.2:**

#### **Allocation of visitor expenditure of visitors to the MTV Europe Music Awards**

	Expenditure, £	%	Of which: spent in			
			Liverpool	Merseyside	Elsewhere in NW	Outside NW
Accommodation	69,425	12.3%	52,055	13,028	0	4,342
Shopping	123,581	21.9%	113,410	3,633	6,538	0
Food & drink	162,927	28.9%	149,518	4,790	8,619	0
Attractions	41,997	7.4%	38,541	1,235	2,221	0
Travel	115,849	20.5%	106,315	3,406	6,128	0
Tickets	31,742	5.6%	31,742	0	0	0
Merchandise	10,521	1.9%	9,655	309	557	0
Other	8,427	1.5%	7,733	248	446	0
	<b>564,469</b>	<b>100.0%</b>	<b>508,969</b>	<b>26,649</b>	<b>24,509</b>	<b>4,342</b>
% of total	<b>100.0%</b>		<b>90.2%</b>	<b>4.7%</b>	<b>4.3%</b>	<b>0.8%</b>

The figures indicate that 12.3% of total expenditure was on accommodation. The single largest item of expenditure was food and drink, which comprised 28.9% of total expenditure.

## 8.4 Step 2: Multiplied Expenditure

The sum of £564,469 represents the immediate impact of visitor expenditure on the UK 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 MTV Europe Music Awards, as set out in Figure 8.3 below.

**Figure 8.3:**  
**Multiplier effects of the expenditure of visitors to the MTV Europe Music Awards in Liverpool event**

	Round 1	Of which:		%	Multiplied
	Expenditure	Staying	Day	multiplier	Expenditure
	£	visitors	visitors	(to nearest %)	£
Accommodation	69,425	69,425	0	75%	52,069
Shopping	123,581	116,351	7,230	19%	23,480
Food & drink	162,927	117,562	45,365	50%	81,463
Attractions	41,997	41,997	0	37%	15,539
Travel	115,849	94,426	21,423	7%	8,109
Tickets	31,742	7,944	23,798	0%	0
Merchandise	10,521	9,557	964	35%	3,682
Other	8,427	7,944	483	35%	2,949
	<b>564,469</b>	<b>465,206</b>	<b>99,263</b>		<b>187,291</b>
	<b>100.0%</b>	<b>82.4%</b>	<b>17.6%</b>		

The total economic impact including the multiplier is shown in the Figure 8.4 below.

**Figure 8.4:**

**Total economic impact including the multiplier**

	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Accommodation	69,425	52,069	121,494
Shopping	123,581	23,480	147,061
Food & drink	162,927	81,463	244,390
Attractions	41,997	15,539	57,536
Travel	115,849	8,109	123,958
Tickets	31,742	0	31,742
Merchandise	10,521	3,682	14,203
Other	8,427	2,949	11,376
	<b>564,469</b>	<b>187,291</b>	<b>751,760</b>

The geographic allocation of this expenditure is shown in Figure 8.5 below.

**Figure 8.5:**

**Geographic allocation of Round 1 and multiplied expenditure**

	<b>Total</b>	<b>Of which:</b>			
	<b>£</b>	<b>Liverpool</b>	<b>Merseyside</b>	<b>Elsewhere in NW</b>	<b>Outside NW</b>
Accommodation	121,494	91,095	22,799	0	7,600
Shopping	147,061	134,958	4,323	7,780	0
Food & drink	244,390	224,277	7,185	12,928	0
Attractions	57,536	52,800	1,692	3,044	0
Travel	123,958	113,757	3,644	6,557	0
Tickets	31,742	31,742	0	0	0
Merchandise	14,203	13,034	418	751	0
Other	11,376	10,440	334	602	0
	<b>751,760</b>	<b>672,103</b>	<b>40,395</b>	<b>31,662</b>	<b>7,600</b>

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 MTV Europe Music Awards. The turnover per job estimates by sector are as follows:

- Accommodation: £50,000;
- Shopping: £50,000;
- Food & drink: £50,000;
- Attractions: £35,650;
- Travel: £50,650.

Based on these estimates, the employment effects of the MTV Europe Music Awards expenditure is shown in Figure 8.6 below.

**Figure 8.6:**  
**Employment effects of Round 1 and multiplied expenditure**

	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Accommodation	1.39	1.04	2.43
Shopping	2.47	0.47	2.94
Food & drink	3.26	1.63	4.89
Attractions	1.18	0.44	1.62
Travel	2.29	0.16	2.45
Tickets	0.63	0.00	0.63
Merchandise	0.21	0.07	0.28
Other	0.17	0.06	0.23
	<b>11.60</b>	<b>3.87</b>	<b>15.47</b>

The geographical allocation of these jobs is shown in Figure 8.6 (a) below.

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**Figure 8.6(a):**

**Geographical location of jobs supported by Round 1 and multiplied expenditure**

	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Liverpool	10.46	3.38	13.84
Merseyside	0.55	0.28	0.83
Elsewhere in the North West	0.50	0.14	0.64
Outside the North West	0.09	0.07	0.16
	<b>11.60</b>	<b>3.87</b>	<b>15.47</b>

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**8.5 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, 80.4% of respondents stated that they would otherwise have stayed home or gone to work. The remaining 19.6% 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 80.4% of total expenditure – or approximately £453,833 of Round 1 expenditure and £150,583 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 19.6% 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 MTV Europe Music Awards is as set out in the Figure 8.7 below.

**Figure 8.7:**  
**Additional expenditure related to the MTV Europe Music Awards**

	<b>£</b>
Gross visitor spend	564,469
Multiplied expenditure	<u>187,291</u>
Total expenditure generated by the MTV Europe Music Awards	<b>751,760</b>
Additional visitor expenditure related to the event	453,833
Additional multiplied expenditure	<u>150,583</u>
	<b>604,416</b>
Geographic allocation:	
Liverpool	540,946
Merseyside	32,273
Elsewhere in the North West	25,087
Outside the North West	<u>6,110</u>
	<b>604,416</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 Figure 8.8 below.

**Figure 8.8:**  
**Additional jobs related to the MTV Europe Music Awards**

	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Accommodation	97,682	2.0
Shopping	118,237	2.4
Food & drink	196,489	3.9
Attractions	46,259	1.3
Travel	99,663	2.0
Tickets	25,521	0.5
Merchandise	11,419	0.2
Other	<u>9,146</u>	<u>0.2</u>
	<b>604,416</b>	<b>12.5</b>

The geographic location of the additional expenditure and jobs related to the MTV Europe Music Awards is shown in Figure 8.8 (a) below.

**Figure 8.8 (a):**

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**Geographic location of additional expenditure and jobs related to the MTV Europe Music Awards**

	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Liverpool	540,946	11.2
Merseyside	32,273	0.7
Elsewhere in the North West	25,087	0.5
Outside the North West	<u>6,110</u>	<u>0.1</u>
	<b>604,416</b>	<b>12.5</b>

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## 8.6 Total Economic Impact

Figure 8.9 summarises the total economic impact of the MTV Europe Music Awards at the three levels.

**Figure 8.9:**  
**Total economic impact of the MTV Europe Music Awards**

	<b>Total</b>	<b>Liverpool</b>	<b>Mersey-side</b>	<b>North West</b>	<b>Outside the NW</b>
1. Gross visitor spend	564,469	508,969	26,649	24,509	4,342
2. Multiplied expenditure	<u>187,291</u>	<u>163,134</u>	<u>13,746</u>	<u>7,153</u>	<u>3,258</u>
Sub-total:	<b>751,760</b>	<b>672,103</b>	<b>40,395</b>	<b>31,662</b>	<b>7,600</b>
Total jobs	15.47	13.84	0.83	0.64	0.16
3. Additional expenditure	604,416	540,946	32,273	25,087	6,110
Additional jobs	12.5	11.2	0.7	0.5	0.1

As shown in Figure 8.9:

- the total Round 1 economic impact of the event was £564,469, of which £508,969 was generated for Liverpool, £26,649 for the rest of Merseyside, £24,509 for the rest of the North West, and £4,342 for outside the North West;
- Round 2 or multiplied economic impact of the event was £187,291;
- in total, Round 1 and multiplied expenditure amounted to £751,760, of which £604,416 represented additional expenditure generated by the event (approximately 80.4%), while £147,344 (19.6%) would have been spent in Liverpool whether or not the event had taken place. Of the additional expenditure, £540,946 was spent in Liverpool, £36,273 in the rest of Merseyside, £25,087 in the rest of the North West, and £6,110 outside the North West;
- based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the expenditure generated by the MTV Europe Music Awards was sufficient to support 15.47 jobs – 11.6 directly and 3.87 indirectly – of which 12.5 FTE jobs were additional, with most of them – 11.2 – located within Liverpool.