

EVENT STATISTICS

Summary

- Approximately 21,500 patrons attended, an increase of about 10% from 2009
- 63% were in the age-group 18-49 years
- 66% came in family and other groups
- 63% were from outside Belfast (36% NI, 27% Out of State)
- 88% visited specifically for the event
- 38% stayed over for the event
- 15 premier chefs took part, supported by about 60 culinary staff
- 20 artistes/bands performed for the patrons
- The event contributed an estimated £2,088,480 to the local economy

Patrons

The following statistics relating to patrons attending the event during the period 4-8 August, 2010, have been compiled from audience surveys carried out each day; they reflect a random sample of about 6% of those attending.

Total numbers of patrons: c 21,500

This is an increase of nearly 10% over 2009. The poor weather on Friday 6th August reduced attendance by an estimated 2,500 patrons. Had the projected Friday figure been achieved, event attendance would have increased by approximately 20% over 2009.

The increase in attendance was achieved despite the Great Recession and reductions in disposable income, demonstrating the growing strength of the event as a visitor attraction and its pricing structure.

Gender:

55% female

45% male

Age range:

Under 18: 6%

18-25: 15%

26-34: 18%

35-49: 30%

50-64: 21%

65+: 9%

Social Structure:

Individuals: 5%

With partner: 29%

Family/Group: 66%

This demonstrates the draw of the event as a social gathering, attractive to families and friends.

Place of Residence:

Belfast: 37%

NI (Outside Belfast): 36%

ROI: 12%

GB: 12%

Europe and others: 3%

Despite increased patron numbers, there was a substantial % reduction in visitors from outside the UK/ROI (compared with 2009), a reflection of the Great Recession and in line with other visitor statistics for NI and Ireland.

Although the euro/pound exchange rate was not as favourable to ROI visitors as previously, there was an increase in the numbers and % of patrons from ROI (in line with the event's objectives).

The % of visitors from GB was sustained, despite recessionary pressures and other measured reductions in visitor numbers from GB to NI. Anecdotally, a number of GB visitors were returning to the event for the second year.

Patron numbers from NI indicate that the event made a substantial contribution to Domestic Tourism Performance and the 'staycation' market.

Reason for visit:

BT&MF: 88%

Holiday: 11%

Business: 1%

Compared with 2009, there was a substantial increase in the percentage, and number, of patrons who were visiting exclusively for the event, demonstrating growth in recognition from last year's premiere. There were many examples of patrons returning for the second year.

How patrons learned of the event:

Word of mouth: 19%

Newspaper: 14%

Radio: 15%

Online media: 23%

Outdoor ads: 20%

Programmes/flyers: 9%

This is a wide spread of responses, supporting the event's marketing plan, particularly the further development of online promotions.

Rating of event (%)

	Very Good	Good	Average	Poor	Very Poor	N/A
Food	84	15	0.8			0.2
Entertainment	74	21	4			1
Bar Facilities	74	19	4	1		2
Location	85	15				
Set-up/Layout	88	12				

These are encouraging numbers, reflecting well on the event's organization and participants, particularly food prepared by the chefs.

A number of organizational issues, noted during the event, will be addressed to improve delivery and patron experience in 2011.

Stay over

Patrons staying overnight in the area: 38%

Average length of stay: 2 nights

Bed & Breakfast: 3%

Hotel: 23%

Hostel: 2%

Self Catering: 6%

Other: 4%

Excluding the 'other' category (largely made up of patrons staying with friends and family), the commercial bed-nights were approximately 14,620, an increase over 2009, indicating that a large number of visitors from ROI and NI stayed in the City for the event.

Participants

The event was successful in attracting a team of some of the best chefs in Northern Ireland, including many award winners, as follows:

Barry Smyth, Culinary Director

Simon Dougan, Yellow Door Deli, Portadown

Alan Higginson, No27 Talbot Street, Belfast

Tony O'Neill, The Merchant Hotel, Belfast

Paul Catterson, Mango Catering & Events, Maghera

Andy Rea, Mourne Seafood Bar, Belfast

Patrick Leonard, The Fitzwilliam Hotel, Belfast

Danny Millar, Balloo House, Killinchy

Niall McKenna, James Street South, Belfast

Derek Creagh, Kettle Irish Foods, Fermanagh

James Devine, Deli on the Green, Moygashel

Martin Lopez, La Boca, Belfast

Roisin Gavin, Taste by Roisin, Glengormley

Dean Coppard, Uluru, Armagh

Noel McMeel, Lough Erne Golf Resort, Enniskillen

Also participating were the following:

The Loft Coffee Bar & Restaurant

Illy Coffee

Ulster Pork & Bacon Forum

Get Fresh

O'Kane Poultry

The 15 premier chefs were supported by approximately 60 other chefs, cooks, and staff, a total of about 75 involved directly in culinary activities.

While the wonderful food, cooked live for patrons, was the focus of the event, the line-up of entertainment, necessary to draw a wider range of patrons, was excellent. There were four performances each day, a total of 20 bands/artistes, 139 participants.

Total participants: 214, from NI, ROI, GB and Europe

Participant bed-nights: 94

Further detail on chef and entertainment participants can be viewed at www.belfasttaseandmusicfest.com.

Media Coverage

Total Opportunities to See: 16,986,544

Total Equivalent Advertising Spend: £175,095

Total PR Value: £616,900

Print Clippings: 164

Broadcast Clippings: 22

Online Clippings: 54+

Economic Impact

Taking account of the following:

- Event costs (contractors, labour, infrastructure, etc)
- Commercial bed nights
- Expenditure by patrons/visitors
- Food purchase
- Value to restaurants, food providers and sponsors in additional sales

..... the event conservatively contributed an estimated £2,088,480 to the local economy.

Ends.