

Economic Analysis of an Event



Application for Singleton Council to perform a Tourism Impact Scenario on your event data.

In order to capture the value of tourism surveying may be conducted to gather direct expenditure data from people attending specific festivals or events. Once this survey data is collated and coded by industry sector it can be applied to a model where the direct and flow-on economic implications for the region from hosting such activities can be calculated. Where representative samples of data are captured in relation to specific events the combination of market research and economic analysis is a powerful basis upon which business owners, event organisers and government can make more informed decisions about growing tourism activities in the region.

| | | | |
|---|---|---------------------------|----------------------|
| Application Date | | | |
| 1. Name of Event | | | |
| 2. Date of Event | | | |
| 3. Your Contact Details | | | |
| 4. Duration of event in days | | | |
| 5. Total Number of Visitors to the Event | | | |
| 6. Visitors | Domestic Day | Domestic Overnight | International |
| Number of Visitors | | | |
| Number of Nights | | | |
| Estimated Expenditure per Visitor (\$) | N.B. The numbers of visitors should add up to total in Question 5. | | |

| | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

Please tick Yes if you consent for your event data to be used by Singleton Council for funding applications, media and to support tourism research.

| | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

Please tick Yes if you consent for your event data to be shared with the Hunter Valley Wine & Tourism Association Inc, and Cessnock City Council under the newly established Hunter Valley Wine & Tourism Alliance.*

*Please note that Singleton Council cannot be held liable for any misuse of the data and information when shared with third parties.

Please return to:

Economic Development Manager
Singleton Council
PO Box 314

Fax: 02 6571 5999

Singleton NSW 2330

Email to: business@singleton.nsw.gov.au

Additional Data Collection Methods (optional)

Should you wish to find out more about the performance of your event beyond pure economic analysis, an example survey form is provided as a guide for the collection of primary data. Whether you adopt a hardcopy or online approach to surveying, collecting such data about your event can support continual improvement, help your event grow according to market needs, and provide you with measurable information to source external funding or sponsorships.

If you require further support in analysing this data once collected, please contact the Economic Development in Singleton Council on 6571 5888 or business@singleton.nsw.gov.au.

SURVEY TEMPLATE

Please complete this official xxx survey. The information you provide will assist us to improve further events.

1) Where do you live? Postcode: Overseas:

2) Age Group: less than 18 19 -24 25-34 35-44 45-54 55+

3) Which days did you attend events? Friday Saturday Sunday

4) In total, how much did you or your group of Adults and Children spend on the following while in town for the event: (if more than one person is filling in a survey please only include individual spend)

\$ at retail outlets like supermarkets, petrol, clothing shops etc

\$ at bakeries and wineries

\$ at cafes, restaurants and pubs

\$ on cultural and recreational activities such as tours, museums, event entry etc

\$ on personal services like hairdressing, day spa, vehicle maintenance etc

\$ on accommodation per night?

\$ Other:

5) Where did you stay?

Home

Family or Friends

Hotel

Bed & Breakfast

Motel

Camping/Caravan

Rental Accom

Serviced Apartment

6) How many nights did you stay?

0 nights

1 night

2 nights

3 or more nights

7) If you stayed overnight, in which town did you stay?

8) How did you find out about the xxx?

Print Media

Television

Radio

Internet

Word of Mouth

Signage

Visitor information

Other

9) What was your highlight of the xxx?

.....

10) Is there anything in particular or can you suggest any improvements at the next xxx?

.....

11) Is this your first time to the Hunter Valley? Yes No

12) Would you come to the Hunter Valley again? Yes No

13) Any other comments?

Thank you for completing this survey. To enter the draw to win XXXX XXX please fill out the details below.

Name:

Email:

Telephone:

Please tick the box if you do not wish to receive information via email from the XXXX on XXXX.