

12. THE ECONOMIC IMPACT & VISITOR ACTIVITY ASSOCIATED WITH HOSTING MAJOR SPORTS EVENTS

Officer responsible
Leisure Manager

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The purpose of this report follows a request from the Chairman of the Community and Leisure Committee to update the Council on the analysis of the Economic Impact and Visitor Activity associated with hosting major sports events in Christchurch.

BACKGROUND

The number one priority of the Sports Promotions Team is to generate economic benefit to the City through hosting major sports events.

The benefits of hosting these events are:

- Generates visitor business
- Makes a positive contribution to the city's economy
- Grows business in related industries
- Enhances our sport and recreation facilities
- Promotes healthy lifestyles through participating in the events
- Improves the understanding and respect for Christchurch both nationally and internationally.

HOW DO WE MEASURE THE ECONOMIC IMPACT?

The Sports Promotions Team has contracted a Rotorua company, APR Consultants, to analyse the Economic Impact and Visitor Activity of five major sports events per year – four international events and one national sports event.

The Sports Promotions Team identifies the five events. The surveys are prepared by APR in consultation with the Sports Promotions Team. Sports Promotions staff or volunteers survey approximately 10% of participants per event.

The following areas/matters are surveyed for each event:

- total number of participants and countries
- total number of participants that are classified as visitors
- percentage of participants in different age groups
- percentage of participants who have attended a world/national champs event in the past
- percentage of participants who accompanied by a spouse and/or partner
- length of participants stay (average) in Christchurch and in what sort of accommodation
- mean number of nights participants stayed in NZ
- number of additional nights participants stayed in Christchurch before and/or after the event
- most popular Christchurch attraction
- mean spend/expenditure to Christchurch and NZ as a result of hosting this event
- total direct expenditure to Christchurch and NZ as a result of hosting this event
- actual total value added impact to the Christchurch economy (tourism multiplier of 1.49)
- full-time equivalent jobs created by this event in Christchurch
- impact on Christchurch and NZ via international television.

WHAT IS THE ECONOMIC IMPACT OF THESE EVENTS ON THE CITY?

APR have analysed four events and the results follow.

World DTL Championships (clay shooting) – 16 to 19 March 2002

This event attracted 437 competitors from 10 countries. This event was overwhelmingly male dominated (75%), and they were typically between 40 and 59 years old. A further 330 supporters accompanied competitors to the event.

Nearly 99% of all respondents stayed in Christchurch for the full duration of the event (4 days). Motel accommodation proved to be the most popular form of accommodation (40.7%) and a further 38.4% stayed in hotels.

Average expenditure for respondents excluding travel was \$2,252 per person. Accommodation and food/beverage accounted for 64% of all expenditure. Shopping accounted for 12% and sightseeing 10%.

The most popular attractions visited by participants and supporters were the Antarctic Centre (34.7%) followed by the Tram (22.2%) then the Gondola (20.8%).

The DTL Championships resulted in a total impact of some \$2.58 million into the greater Christchurch economy – sufficient to give rise to 20 FTE's of employment. Benefits of the events were spread wider than just Christchurch. International visitors attending the event stayed in the country an average of 14.7 days – of which no more than five would have been spent at the event. With the average visitor 'spend' of \$153/day the extra 10 days spent in New Zealand by the international visitors attending the event resulted in spending a further \$820,000 over and above the numbers cited for Christchurch.

World FINA Championships (Masters Swimming) – 24 March to 4 April 2002

This event attracted 2,913 competitors from 16 countries. The gender make-up of the event was evenly split – 48% male and 52% female. Typically the attendees at the event were an older group. The average age of those surveyed was in the 50 to 59-age grouping.

Around 40% of competitors were accompanied by supporters (approximately 1,280 non-competitors). The gender make-up of the non-competitors though was overwhelmingly female.

The average length of stay for competitors and supporters was 9-10 nights. Nearly 42% of all respondents stayed in hotel accommodation and a further 29% stayed in motels. The remaining 29% reported using a variety of different accommodation e.g. backpackers, friends.

Average expenditure for respondents excluding travel was \$3,888 per person. This relatively high level could be expected given the average length of stay. Accommodation and food/beverage accounted for 66.1% of all expenditure. Shopping accounted for 12.5% and sightseeing 10%.

The most popular attractions visited by participants and supporters were the Gondola (37%) followed by the Arts Centre (35%), Tram (34%) then the Museum (31%).

The FINA Championships resulted in a total impact of some \$11.22 million into the greater Christchurch economy – sufficient to give rise to 100 FTE's of employment. Benefits of the event though were spread wider than Christchurch City. International visitors to the event stayed in the country an average of 19 days – of which no more than 10 would have been spent at the FINA event.

Masters of Rugby League – 13 to 19 October 2002

This event attracted 500 competitors from 28 teams. The competitors came from Australia and New Zealand. A further 500 supporters accompanied competitors to the event. Typically the attendees at the event were aged 40 years plus and male (71.8%).

The average length of stay for competitors and supporters was 7-8 days. The out of town visitors stayed in motels (86%) or hotels (14%).

Average expenditure for respondents excluding travel was \$1,200 per person. Accommodation and food/beverage accounted for 80% of all expenditure. Shopping accounted for 8% and sightseeing 11%.

The most popular attractions visited by participants and supporters were the Tram (51.5%) followed by the Gondola (36.4%) then Cathedral Square/Cathedral (25.8%).

The Masters of Rugby League resulted in a total impact of some \$1.7 million into the greater Christchurch economy – sufficient to give rise to 12 FTE's of employment. Benefits of the event though were spread wider than Christchurch City. International visitors to the event stayed in the country an average of 11.4 days – of which no more than seven would have been spent at the event.

7th World Firefighters Games – 26 October to 2 November 2002

This event attracted 1,534 competitors from 30 countries. The gender make-up of the event was overwhelmingly male (82.2%). A further 433 supporters accompanied competitors to the event. Typically the attendees at the event were aged between 30-50 years (60%).

The average length of stay for competitors and supporters was eight nights. Nearly 47% of all respondents stayed in hotel accommodation and a further 26% stayed in motels. The remaining 27% reported using a variety of different accommodation e.g. backpackers, friends.

Average expenditure for respondents excluding travel was \$2,206 per person. Accommodation and food/beverage accounted for 73.5% of all expenditure. Shopping accounted for 15% and sightseeing 11.5%.

The most popular attractions visited by participants and supporters were Cathedral Square/Cathedral (82%) followed by the Arts Centre (43%), Tram (43%) and Gondola (43%).

The World Firefighters Games resulted in a total impact of some \$5.6 million into the greater Christchurch economy – sufficient to give rise to 50 FTE's of employment. Benefits of the event though were spread wider than Christchurch City. International visitors to the event stayed in the country an average of 16 days – of which no more than eight would have been spent at the FINA event.

The television coverage for this event was extensive. Some of the coverage of the event would serve as a promotion for the City of Christchurch and New Zealand as a holiday destination. Overall it is assessed that there were a total of 687 minutes of international exposure on all TV channels. This means the value of exposure of Christchurch and New Zealand is conservatively assessed as being worth NZ\$2 million.

CONCLUSION

Sports events are of great economic benefit to the city and the greater Canterbury region. The events mentioned above are just the tip of the iceberg. We estimate that the city hosts at least 30 national sports events per year that generates \$20-\$30 million into the greater Christchurch economy.

This year the city is alive with international and national sports events and this trend is the envy of other cities in New Zealand and Australia. Internationally and nationally we are seen as a Council that is proactive at identifying events and generous in our support. Christchurch also has a number of highly skilled and experienced event organisers that assist in making these events a reality.

Upcoming major sports events are Supergames (April 2003), World Indoor Cricket Championships (April 2003), South Island Masters Games (October 2003), World Wheelchair & Amputee Games (October 2003).

Chairman's

Recommendation: That the information be received.