

HAMILTON 400 V8 SUPERCARS EVENT 2008

ECONOMIC IMPACT ANALYSIS

PREPARED FOR

HAMILTON CITY COUNCIL



AUGUST 2008

PREPARED BY



CONSULTANTS TO THE HOTEL, TOURISM & LEISURE INDUSTRIES
A MEMBER OF HORWATH INTERNATIONAL

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EXECUTIVE SUMMARY

V8 Supercars is a touring car racing event that has been running for ten years and grown to the third most watched sport in Australia. The first V8 event in New Zealand was held in 2002 in Pukekohe Park Raceway. The event will now be hosted in Hamilton City from 2008 to 2014 between March and April each year. The first Hamilton 400 V8 Supercars Event was hosted in Hamilton City from 18th to 20th April 2008.

The street race course in Hamilton is 3.4km long and runs through the Frankton business district and adjacent to the Hamilton City CBD. In order to reduce traffic congestion, Hamilton City Council, Environment Waikato and the event organisers introduced free and additional bus services, additional car parks, and 'park and ride' facilities for four days prior to and during the event.

The event organisation has involved three key organisations:

- V8 Supercars Australia: the owner of the V8 supercars championship series that takes place each year in Australia, New Zealand and Bahrain. The series operates under the regulations of the Federation Internationale de l'Automobile ("FIA"). V8 Supercars Australia also owns the TV production rights of the event
- Caleta Streetrace Management Ltd ("CSML"): the New Zealand company that has acquired the rights to run, host and organise the event in New Zealand
- MotorSport New Zealand ("MSNZ"): the authority which regulates (under FIA rules) motor sport in New Zealand in order to promote and achieve safety, fairness and social responsibility. MSNZ assisted CSML in holding the event and were responsible for the marshals and other volunteers who assisted in running the event. They also organised the various non-V8 Supercars races.

The number of people estimated to have visited Hamilton for the Hamilton 400 event for 1, 2, 3 days (or longer) is summarised in the Table below.

Estimated Visitors to Hamilton – Hamilton 400 event

Visitor category	Visitor numbers
Visitors to Hamilton - Ticket Purchasers ⁽¹⁾	23,900
Corporate and Sponsor hosts and guests - (non-Hamilton)	9,600
Media - (non-Hamilton) ⁽²⁾	250
Teams	1,300
Event organisers, officials, marshals, TV production crew, etc.	4,000
Sub-total – Event Attendees	39,050
Accompanying Persons - Non-event attendees ⁽¹⁾	15,400
Total – Event Attendees and Accompanying Persons	54,450

Notes:

(1) includes day trips and overnight visits

(2) excludes TV production crew

Based on our surveys and information provided to us by the event organisers we have calculated the incremental expenditure to Hamilton by general visitors, corporate and sponsor guests and hosts, teams, event organisers and promoters, and media. As summarised in the Table below, the net incremental expenditure in the Hamilton City economy generated as a result of the event (“new money”) is \$28.3 million.

Summary of incremental expenditure in Hamilton (initial expenditure)

	General Visitors (1)	Corporate and Sponsor Guests (2)	Corporate Hosts (3)	Sponsor Hosts (3)	Media (4)	Event Organisers / Teams (5)	TOTAL
Accommodation	\$4,333	\$1,274	\$226	\$193	\$237	\$801	\$7,064
Food and beverage	\$3,497	\$1,415	\$524	\$136	\$95	\$1,099	\$6,766
Merchandise and other expenditure at the event	\$1,409	\$580	\$92	\$3	\$0	\$34	\$2,119
Other retail expenditure (not at the event)	\$1,146	\$1,305	\$167	\$9	\$0	\$0	\$2,627
Other entertainment / leisure activities (not at the event)	\$900	\$198	\$86	\$5	\$0	\$30	\$1,218
Domestic and local transport	\$1,471	\$507	\$54	\$3	\$62	\$94	\$2,191
Other	\$50	\$41	\$0	\$0	\$0	\$0	\$91
Purchase of goods and services	\$0	\$0	\$0	\$322	\$30	\$5,903	\$6,255
Total	\$12,807	\$5,320	\$1,148	\$672	\$423	\$7,960	\$28,331

Notes:

- (1) refer to section 5.1
- (2) refer to section 5.2
- (3) refer to section 5.3
- (4) refer to section 5.4
- (5) refer to section 5.5

Total Output generated in the Hamilton City economy as a result of the initial expenditure associated with the Hamilton 400 event has been estimated at **\$55.0 million** using the relevant sectors of the 48-sector model of the Hamilton economy.

Total Value Added generated in the Hamilton City economy attributable to the event (equivalent to contribution to regional GDP) is estimated to be approximately **\$20.6 million**.

1 Introduction

1.1 Background

Hamilton City Council (“Council”) has commissioned Horwath HTL Limited (“HHTLL”) to undertake a post-event economic impact analysis of the inaugural Hamilton V8 Supercars event held in March 2008. Council is primarily interested in assessing the level of incremental expenditure in the Hamilton City economy attributable to visiting spectators, teams, sponsors, corporates and event organisers.

Council has also commissioned HHTLL to gather information from both visitors and local residents regarding their perceptions of the event’s success on a number of different criteria.

1.2 Scope of Work

In undertaking our study we have completed the following scope of work:

- (i) developed online questionnaires for the general public (including visitors to Hamilton and Hamilton residents), corporates, sponsors, teams and media
- (ii) drafted and sent emails with a link to the online survey, to Hamilton residents and visitors
- (iii) drafted e-mails with links to the questionnaires for the event organiser to circulate to corporates, sponsors (as well as for corporates and sponsors to circulate to their guests), teams and media
- (iv) collated and analysed responses for all questionnaires and developed a consolidated spreadsheet to derive economic impact estimates for Hamilton City including incremental expenditure and contribution to GDP
- (v) arranged for and attended a meeting with the event organiser post-event to obtain information on the income and expenditure in order to derive the incremental expenditure within the Hamilton City economy
- (vi) arranged and attended a follow-up meeting with the event organiser to discuss the draft modelling to ensure the analysis reflects the correct flow of event income and expenditure
- (vii) prepared a 40 page draft report outlining the economic impact methodology and key findings
- (viii) finalised the report following review and input from Council.

1.3 Disclaimers

This report has been prepared by Horwath HTL Limited for the Hamilton City Council and is intended for your internal use. This report is based on survey responses and to some extent on information and comments made available to us, the sources of which are stated in the appropriate sections of the report. We did not carry out an audit or verification of the information and comments supplied to us during the engagement, except to the extent stated in this report.

Horwath HTL Limited assumes no responsibility whatsoever, except to the Hamilton City Council, in respect to, or arising out of, or in connection with the contents of our report or work undertaken. If any other parties choose to rely in any way on any advice provided by Horwath HTL Limited to Hamilton City Council, they do so entirely at their own risk.

2 Hamilton 400 V8 Supercars Event Overview

V8 Supercars is a touring car racing event. It is a popular motorsport event in Australia and has a considerable following in New Zealand. The series is generally regarded as an entertainment success, with full grids and large crowds at events. 12 rounds of the V8 Supercar Events are held in Australia, one in New Zealand and one in Bahrain. The series is owned and managed by V8 Supercars Australia Pty Ltd.

The series has been running for 10 years and has grown to be the third most watched sport in Australia. Because of its increasing popularity, in 2002 a round was added to the series in New Zealand. In 2003, a total of 1.5 million people attended the V8 Supercar events, with each round being televised to approximately 850 million homes in 110 countries.

The event, previously held at Pukekohe Park Raceway, will be hosted in Hamilton City between March and April each year to 2014. The first Hamilton 400 V8 Supercars Event was hosted in Hamilton City from 18th to 20th April 2008.

The street race course in Hamilton is 3.4km long and runs through the Frankton business district and adjacent to the Hamilton City CBD.

Figure 2.1 below illustrates the circuit.

Figure 2.1 Hamilton 400 Circuit



(Source: Hamilton City Council)

Hamilton City Council, Environment Waikato and the event organiser introduced free and additional bus services to and from the event for four days (including the day prior to the main event) with the objective of reducing traffic congestion and the carbon footprint of the event.

In addition, the following facilities and services were made available to visitors and residents during the event:

- free and additional bus services across the city for four days
- the equivalent of 200 car parks set aside in two designated areas for free cycle parking
- 'Park and ride' facilities on the outskirts of the city to reduce traffic in the city.

3 Visitor Demographics, Accommodation and Transport

3.1 Visitors to Hamilton

We have surveyed three categories of visitor to Hamilton in relation to the event (in addition to direct participants in the event, media, etc). These were:

- independent visitors who bought admission tickets to the event
- guests of corporates and event sponsors.

3.1.1 Independent Attendees and Accompanying Persons

We undertook an email-based survey of visitors to Hamilton, based on pre-qualified list of ticket purchasers provided by Ticketek to CSML. CSML provided the offer of a free Hamilton 400 cap to the first 500 respondents, in order to stimulate participation in the survey.

The Hamilton Visitors' Survey (which excluded corporates and their guests, sponsors and their guests, teams, media, event organisers / officials and Hamilton residents) generated 569 valid responses. A copy of the Visitor Questionnaire is attached as Appendix A.

Responses from visitors attending the Hamilton 400 event comprised approximately 92% domestic visitors (524) and approximately 8% of visitors from Australia (45). The majority of visitors from Australia arrived through Auckland (87%), followed by Christchurch, Wellington and Hamilton (4% respectively).

Table 3.1 provides a summary of the 524 domestic visitors by their place of residence.

Table 3.1 Domestic visitors by place of residence

Location of residence	Proportion of visitors
Auckland	29%
Waikato (non Hamilton City)	12%
Tauranga	6%
Rotorua	4%
Wellington	4%
New Plymouth	3%
Napier	2%
Other North Island	26%
Christchurch	5%
Other South Island	9%
Total	100%

(Source: Horwath HTL Limited)

Respondents were asked to indicate the number of adults and children (if any) with whom they travelled to the event. 64 of the respondents (or 11.2%) indicated they travelled to Hamilton alone. 66 of the respondents (or 11.6%) indicated they attended the event alone. 505 respondents (or 88.8%) had accompanying persons travelling with them to Hamilton; and 503 respondents (or 88.4%) attended the event with others.

Respondents were asked to indicate the number of adults and children (if any) who attended the event with them. 60.7% of the total visitors to Hamilton covered in the survey (64.1% of the adults and 29.3% of the children) attended the event.

Table 3.2 provides a summary of the number of respondents and accompanying adults and children who travelled to Hamilton and those who attended the event.

Table 3.2 Visitors who travelled to Hamilton / attended the event

	Single Visitor	Multiple person parties			Total
		Adults	Children	Total	
Number of visitors who travelled to Hamilton	64	1,728	188	1,916	1,980
Number of visitors who attended the event	66	1,082	55	1,137	1,203

(Source: Horwath HTL Limited)

The average number of people per travel party who visited Hamilton for the event was 3.48 persons (including 3.15 adults and 0.33 children). The average number of people per travel party who attended the event itself was 2.11 persons (including 2.01 adults and 0.10 children).

Therefore the average number of people per travel party who visited Hamilton as accompanying persons but who did not attend the event itself was 1.37 persons (including 1.14 adults and 0.23 children).

The ratio of accompanying person visitors to Hamilton who travelled with event attendees (but who did not attend the event itself) was 0.65 persons. Based on the fact that the vast majority of the visitors to Hamilton stayed overnight were accommodated with Friends and Family (see Table 3.4 below) it is reasonable to assume that a similarly high proportion of these accompanying persons who visited Hamilton (but did not attend the event) were visiting Friends and Family in Hamilton, even if they did not stay overnight.

Respondents were asked if they had ever previously visited Hamilton for an overnight stay. Nearly 65% of respondents had previously visited Hamilton.

Respondents were asked how many days (or part days) they spent in Hamilton. Approximately 1,300 visitor days were generated by the

respondents specifically by the event (including respondents who stayed for 1, 2 or 3 days of the event). 285 respondents spent an additional 450 days either before or after the event.

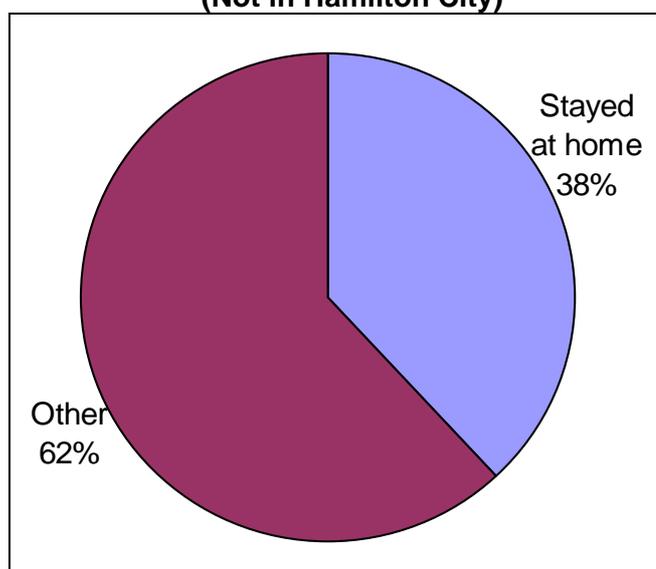
Table 3.3 provides a summary of the length of stay in Hamilton by respondents specifically for the event, and before / after the event.

Table 3.3 Number of Respondents by Length of Stay in Hamilton

	1 day	2 days	3 days	3+ days	Total
Number of respondents who visited specifically for the event	114	168	287	-	569
<i>Total number of days</i>	<i>114</i>	<i>335</i>	<i>860</i>	<i>-</i>	<i>1,309</i>
Number of respondents who stayed before / after the event	105	75	36	69	285
<i>Total number of days</i>	<i>105</i>	<i>150</i>	<i>107</i>	<i>89</i>	<i>451</i>

(Source: Horwath HTL Limited)

Figure 3.1 Place of Overnight Stay (Not in Hamilton City)



(Source: Horwath HTL Limited)

Respondents were asked if they stayed overnight in Hamilton City during the event. Out of 563 respondents, 253 respondents (or 45%) stayed overnight in Hamilton City, and 310 respondents (or 55%) either stayed at home or not in Hamilton.

Figure 3.1 illustrates the proportion of respondents who stayed at home and elsewhere but not in Hamilton City.

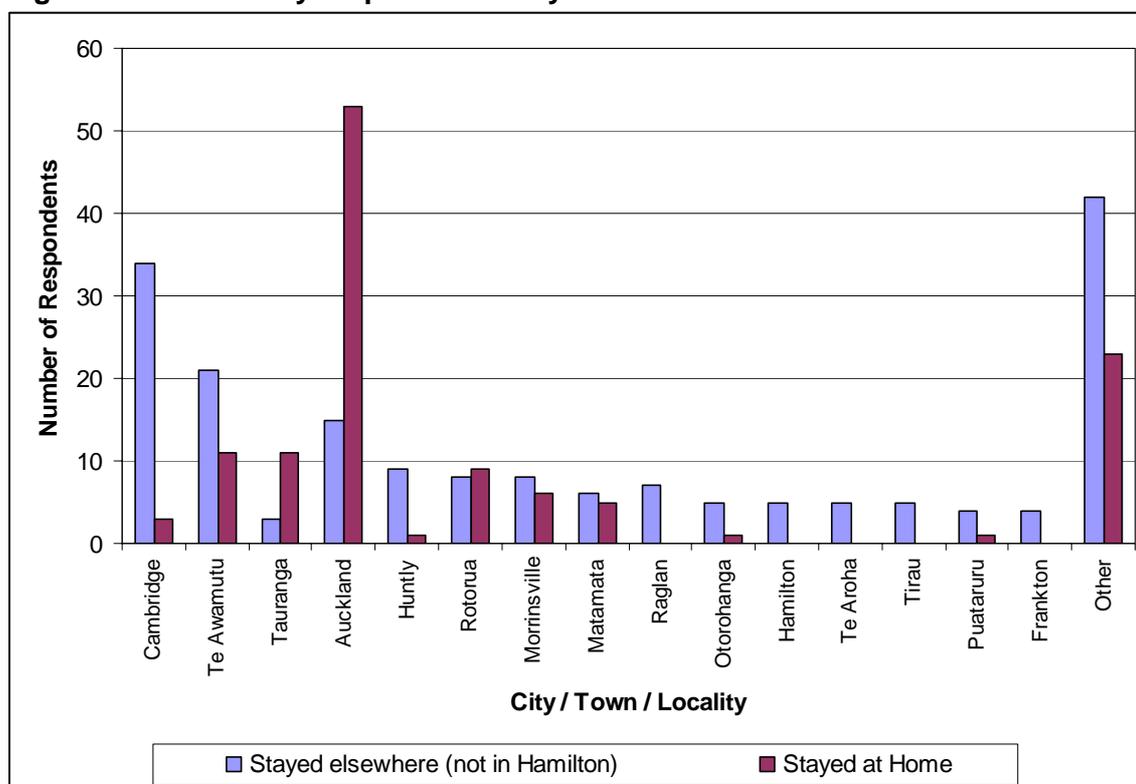
Respondents who did not stay in Hamilton were further asked to indicate if they stayed at home or elsewhere (including their residence, or another city / town / locality).

Out of 124 respondents who stayed at home, approximately 43% were from Auckland, followed by Te Awamutu (9%), Tauranga (9%), Rotorua (7%) and Morrinsville (5%).

Out of 201 respondents, nearly 20% of respondents who did not stay in Hamilton, stayed in Cambridge, followed by Te Awamutu (12%), Auckland (8%) and Huntly (5%).

Figure 3.2 illustrates the localities respondents stayed in.

Figure 3.2 Locality respondents stayed at



(Source: Horwath HTL Limited)

Respondents who did not stay at home were asked to indicate the number of nights spent in rented / hosted accommodation before, during and / or after the event. Approximately 362 respondents who did not stay at home spent a total of 539 nights before / during / after the event either in Hamilton City or in another locality. The average length of stay of these respondents was 1.5 nights.

Respondents were asked the type of accommodation they utilised (including rented or hosted). Table 3.4 details the main forms of accommodation utilised by respondents and their guests before / during / after the event, either in Hamilton City or in another locality.

Table 3.4 Accommodation Used by Respondents and their Guests

Accommodation Type	Respondents		Guests		Total	
	Number	%	Number	%	Number	%
Family & Friends	251	73%	397	86%	648	81%
Hotel	10	3%	13	3%	23	3%
Motel	33	10%	13	3%	46	6%
Homestay	20	6%	24	5%	44	5%
Camping Ground	24	7%	12	3%	36	4%
Other	7	2%	0	0%	7	1%
Total	345	100%	459	100%	804	100%

(Source: Horwath HTL Limited)

Respondents were asked the main form of transport they used from their residence / port of entry to Hamilton (or where they stayed overnight). Approximately 90% of respondents used a car or van to travel between their place of residence / port of entry into New Zealand and Hamilton (or place of overnight stay).

Table 3.5 details the various forms of transportation utilised by respondents between their place of residence (or port of entry into New Zealand) and Hamilton (or place of overnight stay).

Table 3.5 Transport Style between Hamilton and residence / port of entry

	Private car / van	Rental car / van / campervan	Plane	Motorbike	Other public transport	Total
Number of Respondents	439	68	37	3	16	563
% of total	78%	12%	7%	1%	3%	100%

(Source: Horwath HTL Limited)

Respondents were asked their main form of transport between their accommodation (or residence) and the event. Approximately 50% of respondents used a car or van to travel between their accommodation (including their residence if they stayed at home) and the event.

Table 3.6 details the various forms of transportation utilised by respondents between their accommodation (including their residence if they stayed at home) and the event.

Table 3.6 Transport Style between Respondents' Accommodation and Event

	Walk	Private car / van	Rental car / van / campervan	Plane	Motor bike	Bus	Other public transport	Total
Number of Respondents	102	248	33	1	2	133	25	544
% of total	19%	46%	6%	0%	0%	24%	5%	100%

(Source: Horwath HTL Limited)

3.1.2 Corporate and Sponsor Guests

We requested corporate hosts and event sponsors to forward a survey to their guests (if they wished to). Although the hosts themselves generally supported the research well, most preferred not to forward the surveys to their guests. As a result, the Corporate and Sponsor guest survey generated 24 responses. A copy of the survey form is attached as Appendix A.

The responses from corporate and sponsor guests comprised approximately 92% domestic visitors and approximately 8% of visitors from Australia. All guests from Australia arrived through Auckland.

Table 3.7 provides a summary of corporate and sponsor guests (“respondents”) by their place of residence.

Table 3.7 Corporate / Sponsor Guests by Place of Residence

Place of Residence	Proportion of Visitors
Auckland	29%
Hamilton	17%
Australia	8%
Other locations	46%
Total	100%

(Source: Horwath HTL Limited)

Respondents were asked to indicate the number of adults and children (if any) with whom they travelled to the event. Nearly 80% of the respondents travelled to Hamilton with accompanying persons. The 24 respondents travelled with approximately 80 associated people (including adults and children).

Respondents were asked to indicate the number of adults and children (if any) who also attended the event with them. Approximately 88% of the respondents indicated they attended the event with accompanying persons. The 24 respondents attended the event with approximately 110 associated people (including adults and children).

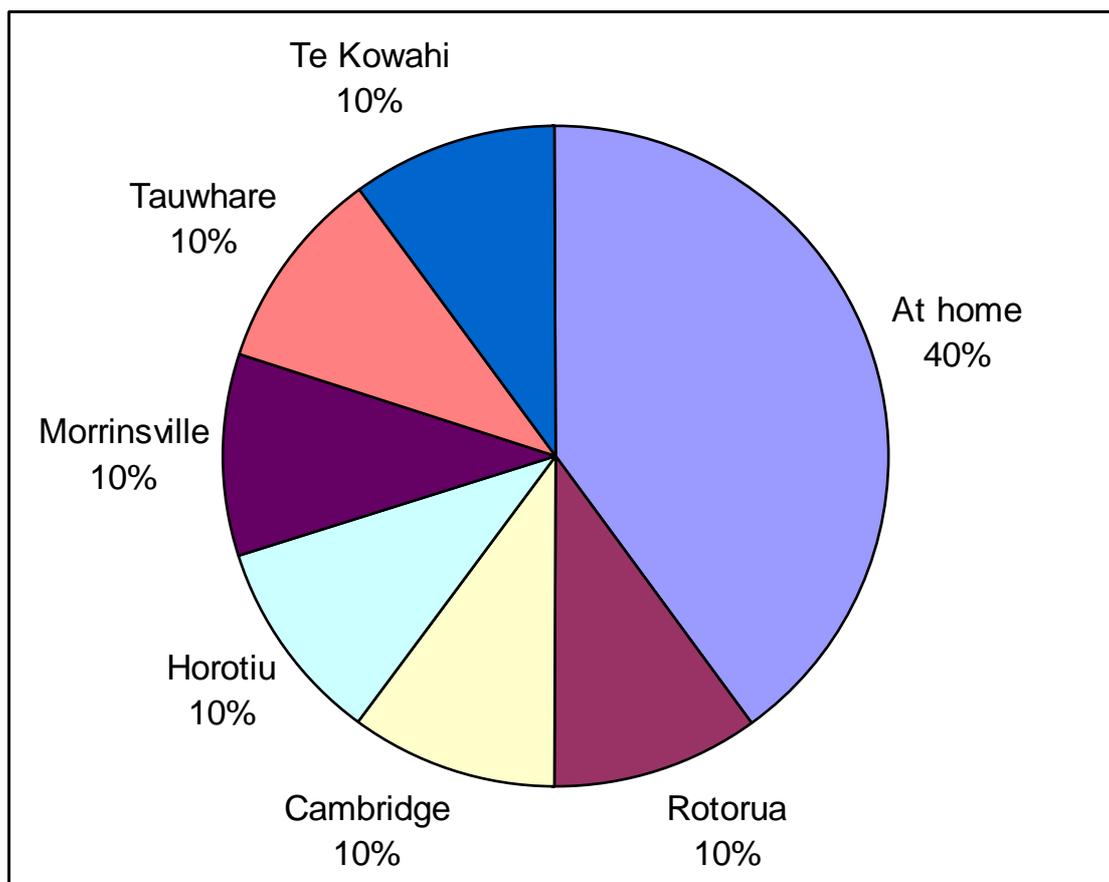
50% of the corporate / sponsor guest respondents had previously visited Hamilton for an overnight stay.

The respondents were asked how many days (or part days) they spent in Hamilton. Approximately 60 event days were generated by 22 respondents over the 3 event days (including respondents who stayed for 1, 2 and 3 days of the event). Of the 24 respondents, 10 respondents spent an additional 36 days either before or after the event.

Respondents were asked if they stayed overnight in Hamilton City during the event. Nearly 48% of respondents stayed overnight in Hamilton City, and 52% of respondents either stayed at home or not in Hamilton. Respondents who did not stay in Hamilton were further asked to indicate if they stayed at home or elsewhere (including their residence, or another city / town / locality).

Figure 3.3 illustrates the locations where the corporate / sponsor guest respondents stayed overnight if not in Hamilton (including at home).

Figure 3.3 Corporate / sponsor guests who did not stay in Hamilton



(Source: Horwath HTL Limited)

Respondents who did not stay at home were asked to indicate the number of nights spent in rented / hosted accommodation before, during and / or after the event. The average length of stay of these respondents was 5.5 nights.

Respondents were asked the type of accommodation they utilised (including rented or hosted). Table 3.9 details the main forms of accommodation utilised by respondents and their guests before / during / after the event, either in Hamilton City or in another city / town / locality.

Table 3.9 Accommodation used by Corporate / Sponsor Guest respondents and their accompanying persons (excluding their own home)

Accommodation Type	Respondents	Guests	Total
Hosted with Family & Friends	27%	13%	15%
Motel	47%	64%	61%
Motor Inn	7%	6%	6%
Serviced Apartments	7%	2%	3%
Homestay	7%	4%	4%
Camping Ground	7%	12%	11%
Total	100%	100%	100%

(Source: Horwath HTL Limited)

Respondents were asked to identify the main form of transport they used to get from their place of residence (or port of entry, if from overseas) to Hamilton (or where they stayed overnight, if not Hamilton). Approximately 88% of respondents used a car or van to travel between their place of residence (or port of entry into New Zealand) and Hamilton (or place of overnight stay).

Table 3.10 details the various forms of transportation utilised by respondents between their place of residence (or port of entry into New Zealand) and Hamilton (or place of overnight stay).

Table 3.10 Transport Style between Hamilton and residence / port of entry

	Private car / van	Rental car / van / campervan	Plane	Other public transport	Total
Proportion of Respondents	71%	17%	13%	0%	100%

(Source: Horwath HTL Limited)

Respondents were asked their main form of transport between their overnight accommodation (or home) and the event. 43% of respondents used a car or van to travel between their accommodation (including their residence if they stayed at home) and the event, and approximately 40% walked.

Table 3.11 details the various forms of transportation utilised by respondents between their accommodation (including their residence if they stayed at home) and the event.

Table 3.11 Transport between Respondents' Accommodation and Event

	Walk	Private car / van	Rental car / van / campervan	Bus	Other public transport	Total
Proportion of Respondents	39%	30%	13%	13%	4%	100%

(Source: Horwath HTL Limited)

3.2 Corporate and Sponsor Hosts

The Corporate and Sponsor host survey generated 27 responses. Slightly different survey forms were sent to corporate hosts and sponsor hosts, but we have analysed the results together. Copies of the Questionnaires are included in Appendix A.

Responses from corporate and sponsor hosts at the Hamilton 400 event comprised approximately 96% companies where the head office is based in New Zealand and 4% in Australia.

Table 3.12 provides a summary of corporate and sponsor hosts (“respondents”) by the location their head office is based in.

Table 3.12 Corporate and Sponsor Hosts by City of Origin

Corporate / sponsor host location	Proportion of Hosts
Auckland	30%
Hamilton	52%
Wellington	7%
Other	11%
Total	100%

(Source: Horwath HTL Limited)

Respondents were asked to indicate if their company had a branch located in Hamilton. Approximately 65% of respondents indicated that they had a branch located in Hamilton.

Respondents were asked to indicate the number of adults and children hosted including their own employees during the event. Respondents indicated that nearly 2,360 people (including adults and children) were hosted during the event (or an average of nearly 90 people per host company). Nearly 25% of people hosted lived in Hamilton.

Respondents were asked to indicate how many people their company hosted over the 3 event days. Table 3.13 summarises the number of people hosted over 1, 2 and 3 days of the event.

Table 3.13 Number of People Hosted over the Three Event Days

	Over 1 day	Over 2 days	Over all 3 days
Number of people hosted	836	1,068	2,335

(Source: Horwath HTL Limited)

Respondents were asked if their company hosted guests for any period before or after the event. Approximately 70% of respondents indicated that they did not host guests before or after the event. Approximately 30% of respondents hosted guests for 1.7 days before or after the event.

Respondents were asked to indicate the number of guests they provided with hosted accommodation in Hamilton and in other towns / localities. Nearly 70% of respondents indicated that they provided hosted accommodation for an average of 16 guests (per host company) in Hamilton, whereas approximately 30% of respondents indicated that they provided hosted accommodation for an average of 17 guests (per host company) in other towns / localities. Guests were provided with hosted accommodation for an average of 3.6 nights before, during and after the event.

Respondents were asked to indicate the type of accommodation they utilised to host guests (including rented or hosted). Table 3.14 details the main forms of accommodation utilised by respondents for their guests before / during / after the event, either in Hamilton City or in another locality.

Table 3.14 Accommodation used by Hosts for their guests

Accommodation Type	Number of Respondents	Number of Guests
Family & Friends	50%	9%
Hotel	8%	78%
Motel	8%	2%
Homestay	33%	11%
Total	100%	100%

(Source: Horwath HTL Limited)

Respondents were asked to indicate the number of guests they provided with hosted transportation to and from Hamilton City. Approximately 50% of respondents provided hosted transportation to an average of 25 guests (per host Company) to and from Hamilton City.

Table 3.15 details the various forms of transportation utilised by respondents for their guests between their place of residence (or port of entry into New Zealand) and Hamilton (or place of overnight stay).

Table 3.15 Transport Style between Hamilton and residence / port of entry

	Private car / van	Rental car / van / campervan	Plane	Other public transport	Total
Proportion of Respondents	41%	28%	13%	18%	100%

(Source: Horwath HTL Limited)

3.3 V8 Supercar Teams

The V8 Supercar Team Survey generated 15 responses. A copy of the Questionnaire is included in Appendix A.

All 15 teams were from Australia, with most from the Gold Coast and Melbourne.

The Supercar Team respondents (“respondents”) were asked to indicate the number of people in total for whom they were responsible who attended the event. A total of 278 people associated with the 15 teams attended the event (including adults and children) or approximately 19 people per team.

Respondents were asked to indicate the length of time they spent in Hamilton (including before and / or after the event). Respondents spent a total of 72 days in Hamilton or an average of 4.8 days per team specifically for the event. Approximately 35% of the teams stayed longer either before and / or after the event.

Table 3.16 provides a summary of teams and the number of days spent in Hamilton during, before and after the event.

Table 3.16 Number of Days Spent by V8 Supercars Teams in Hamilton

Number of Days	Number of Responses	Number of Days
During the event		
4 days	5	20
5 days	8	40
6 days	2	12
Over 3 days	0	0
Total	15	72
Before and After the Event		
1 day	1	1
2 days	3	6
3 days	0	0
Over 3 days	1	14
Total	5	21

(Source: Horwath HTL Limited)

Respondents were asked to indicate the number of people for whom their team provided accommodation (ie: in addition to that provided by the event organiser). Over 60% of respondents indicated that they provided accommodation for a total of 67 people (including adults and children) in Hamilton and nearly 15% of respondents indicated that they provided accommodation for a total of 22 people (including adults and children) in other localities.

Respondents were asked to indicate the type of accommodation they utilised. Table 3.17 details the main forms of accommodation utilised by respondents for their guests before / during / after the event, either in Hamilton City or in another locality.

Table 3.17 Accommodation used by Teams

Accommodation Type	Number of Respondents	Number of Guests
Hosted with Family & Friends	8%	18%
Hotel	83%	79%
Motor Inn	8%	3%
Total	100%	100%

(Source: Horwath HTL Limited)

Respondents were asked to indicate the number of people they provided transportation for to and from Hamilton City. Over 65% of respondents indicated that they provided hosted transportation to an average of 12 people (per host team) to and from Hamilton City.

Table 3.18 details the various forms of transportation utilised by respondents between their port of entry into New Zealand and Hamilton (or place of overnight stay).

Table 3.18 Transport between Hamilton and port of entry

	Rental car / van / campervan	Plane	Total
Proportion of Respondents	81%	19%	100%
Proportion of Guests	95%	5%	100%

(Source: Horwath HTL Limited)

3.4 Total Estimated Visitors

Based on our surveys and enquiries made of the event organisers we have estimated the number of people who visited Hamilton because of the Hamilton 400 event for 1, 2, 3 days (or longer) as summarised in Table 3.19 below.

Table 3.19 Estimated Visitors to Hamilton – Hamilton 400 event

Visitor category	Visitor numbers
Visitors to Hamilton - Ticket Purchasers ⁽¹⁾	23,900
Corporate and Sponsor guests and hosts - (non-Hamilton)	9,600
Media - (non-Hamilton) ⁽²⁾	250
Teams	1,300
Event organisers, officials, marshals, TV production crew, etc.	4,000
Sub-total – Event Attendees	39,050
Accompanying Persons - Non-event attendees ⁽¹⁾	15,400
Total – Event Attendees and Accompanying Persons	54,450

Notes:

(1) includes day trips and overnight visits

(2) excludes TV production crew

3.5 Demographic Profile of Ticket Purchasers

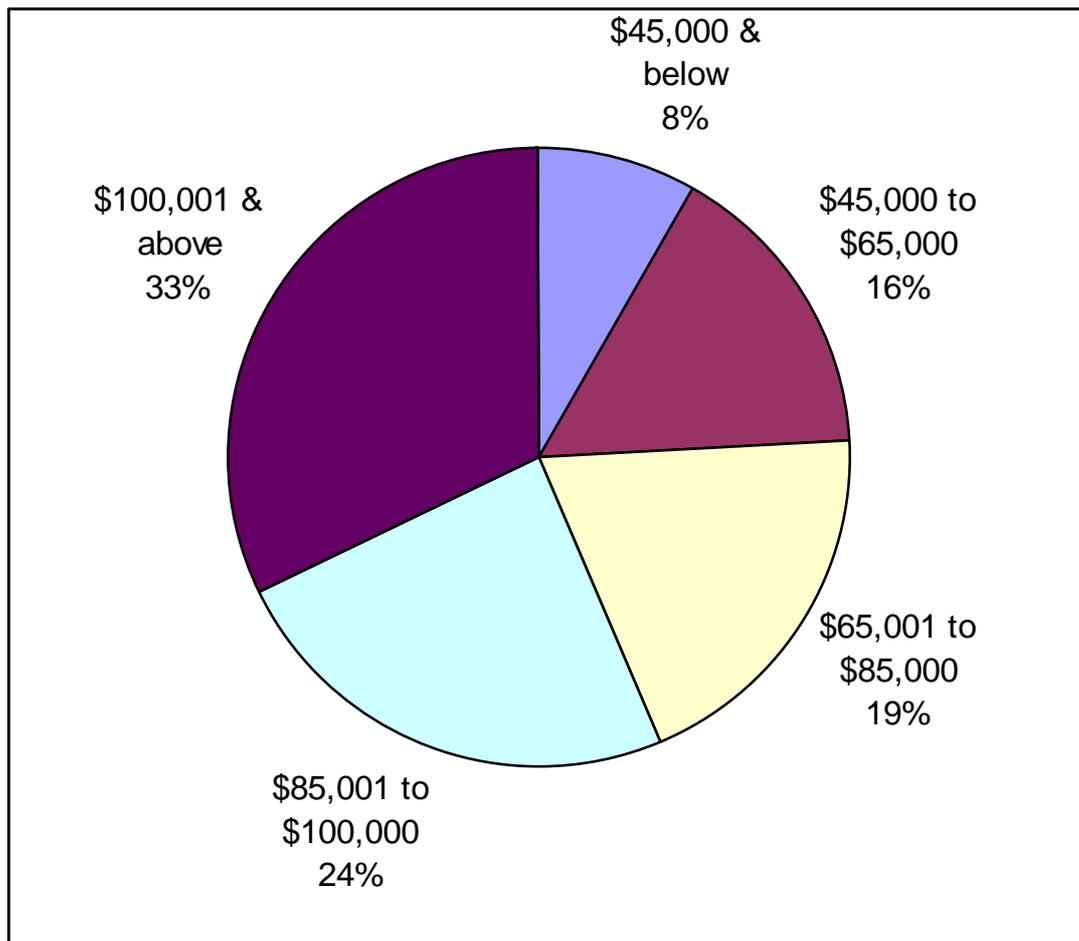
In addition to the Survey of Visitors to Hamilton (Section 3.1) we undertook a survey of Hamilton Residents who purchased tickets to attend the event.¹ Both groups of survey respondents were requested to provide information regarding the combined household income of the survey respondents.

Figure 3.4 summarises the mix of survey respondents by household income.

This demonstrates a relatively high proportion of higher income visitors and residents who purchased tickets to the event by comparison with the average household income profile of Hamilton and New Zealand. This does not allow for the potential higher than average incomes of the guests of corporate and sponsor hosts.

¹ These survey respondent groups did not include the guests of corporate and sponsor hosts, or the various other visitors and officials associated with the event.

Figure 3.4 Event Ticket Purchasers by Total Household Income



(Source: Horwath HTL Limited)

4 Visitor Experience and Satisfaction

In addition to estimating the economic impact of the Hamilton 400 event, Hamilton City Council's objectives in respect of the survey includes evaluating respondents' feedback on their experience and satisfaction in relation to Hamilton as the host venue for the event.

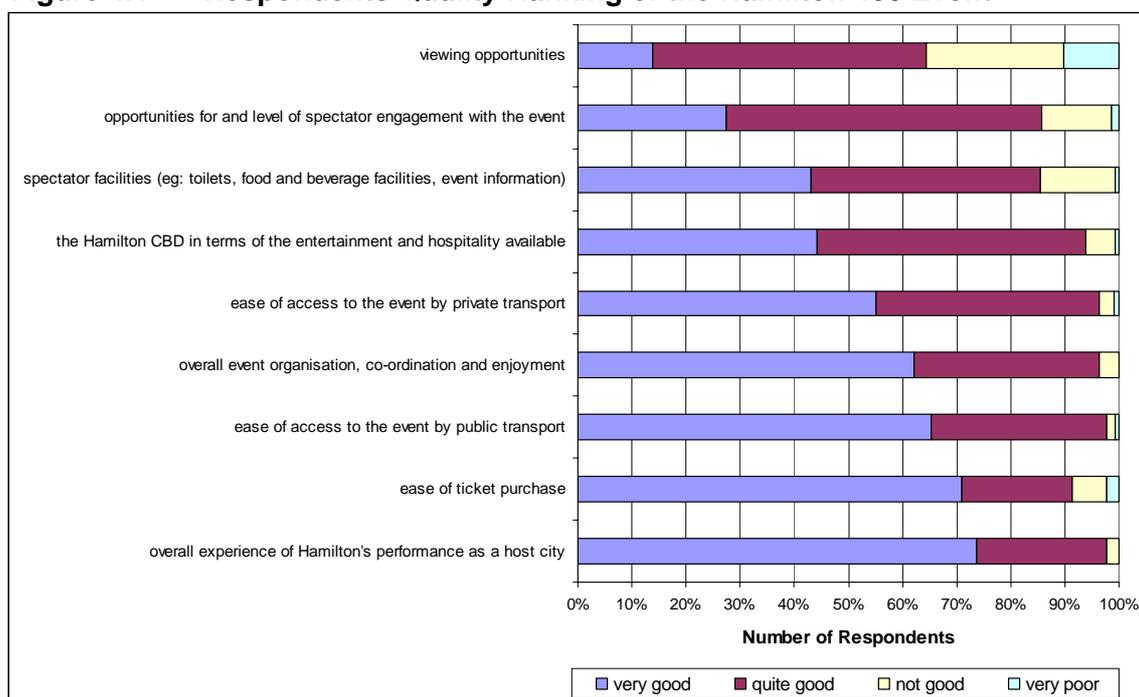
4.1 Hamilton Residents

The Hamilton Residents Survey generated 161 responses. Please refer to Appendix A for a sample Questionnaire.

Respondents were requested to rank their experience with and perception of the quality of a number of aspects relating to the event including ticket purchase, spectator engagement with the event, spectator facilities, ease of access to the event, available entertainment and hospitality, viewing opportunities, organisation of the event, etc.

Figure 4.1 illustrates respondents' perception of the quality of the Hamilton 400 event.

Figure 4.1 Respondents Quality Ranking of the Hamilton 400 Event



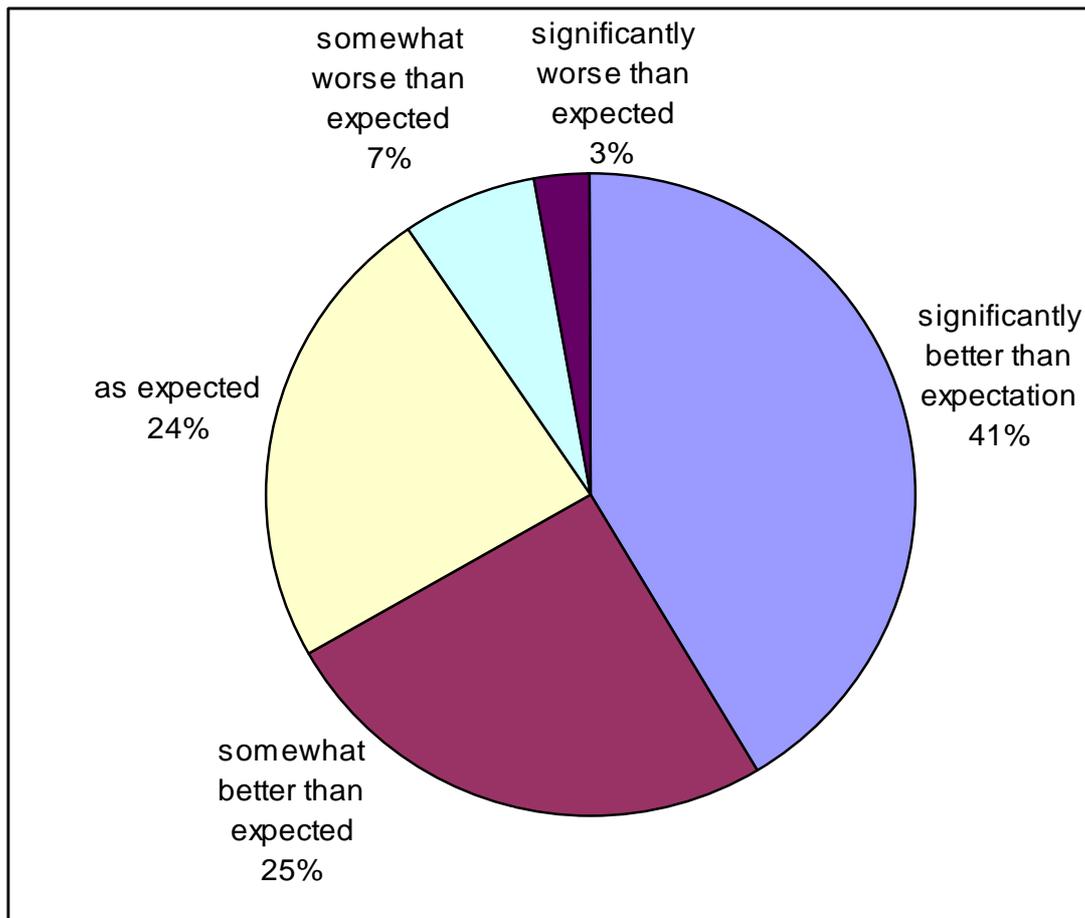
(Source: Horwath HTL Limited)

At least 85% of all respondents ranked all criteria as very good or quite good, except for "viewing opportunities". Only 65% of all respondents ranked "viewing opportunities" as very good or quite good.

Respondents were asked to rank their satisfaction with / enjoyment of the event with their expectation. Approximately 65% of respondents indicated that their satisfaction with / enjoyment of the event was either significantly better or somewhat better than expected.

Figure 4.2 illustrates respondents' satisfaction levels compared with their expectation.

Figure 4.2 Respondents' satisfaction level compared with expectation



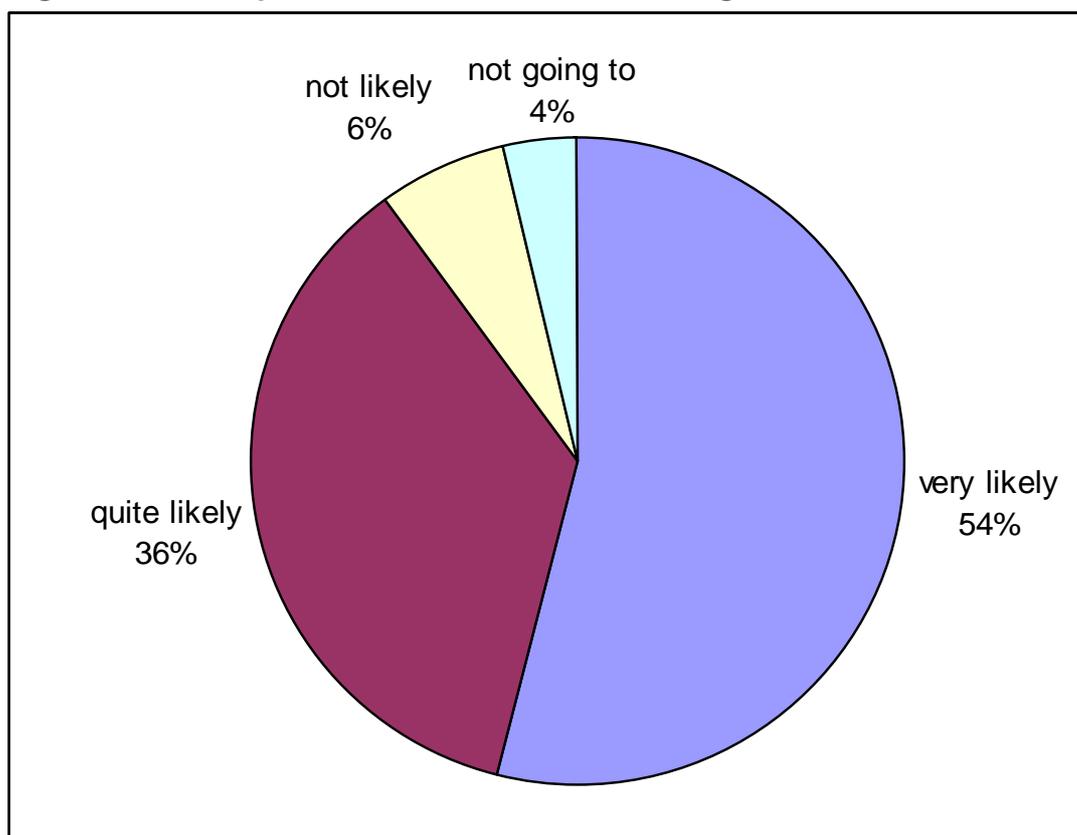
(Source: Horwath HTL Limited)

Respondents were asked to describe the price of admission for the event in terms of "value for money". Approximately 80% of respondents indicated that the "value for money" was either very good or quite good, with approximately 15% indicating it to be not particularly good and approximately 5% indicating it was very poor.

Respondents were asked how likely they were to book for next year's event. Approximately 55% of the respondents indicated that they would very likely attend the event, followed by 35% who indicated quite likely.

Figure 4.3 illustrates respondents' likelihood of attending the event next year.

Figure 4.3 Respondents' Likelihood of Attending the Event Next Year



(Source: Horwath HTL Limited)

Respondents were asked if they provided any private board or accommodation in their home for visitors who attended the event, either on a complimentary or commercial basis. Nearly 35% of respondents provided board or accommodation for visitors who attended the event, out of which approximately 90% were family and friends and approximately 10% were commercial (fee paying) guests.

Respondents were asked how many visitors they accommodated before, during and after the event. Approximately 186 adults and children were hosted, either on a complimentary or commercial (fee paying) basis by 47 respondents (or 4 adults and children per hosting respondent).

Respondents were asked to indicate how many nights their visitors stayed in Hamilton. Respondents indicated a total of 156 nights were spent by visitors either on a complimentary or commercial (fee paying) basis. The total number of visitor nights amounted to 615 nights, resulting in an average length of stay of 3.9 nights.

Table 4.1 details the number of nights spent by guests in Hamilton.

Table 4.1 Number of Nights Spent by Guests in Hamilton

	1 day	2 days	3 days	3+ days	Total
Number of Respondents	6	14	13	13	46
Number of visitors	16	43	47	78	184
Number of Visitor Nights	16	86	141	372	615

(Source: Horwath HTL Limited)

Respondents were asked to indicate their main form of transport between their accommodation (or residence) and the event. Approximately 40% of respondents used a private car or van to travel between their accommodation and the event, followed by 33% who utilised a bus and 21% walked to the event.

Table 4.2 details the various forms of transportation utilised by respondents between their accommodation and the event.

Table 4.2 Transport Style between Respondents' Accommodation and Event

	Walk	Private car / van	Motor bike	Bus	Other public transport	Total
Number of Respondents	29	56	2	45	3	135
% of total	21%	41%	1%	33%	2%	100%

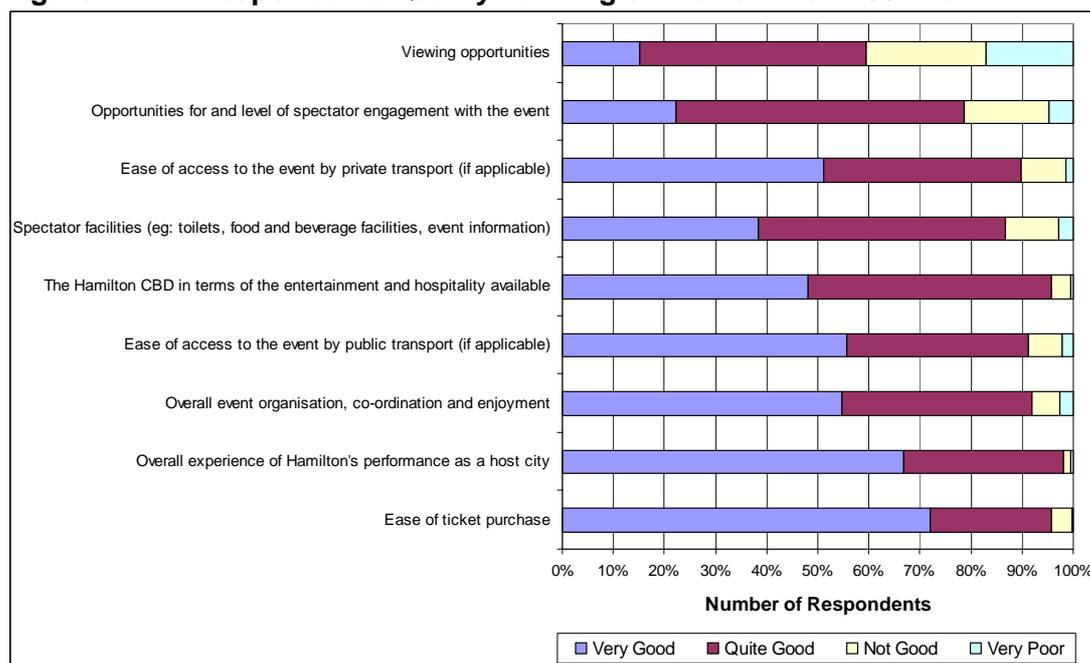
(Source: Horwath HTL Limited)

4.2 Hamilton Visitors

Respondents were requested to rank their experience with and perception of the quality of a number of aspects relating to the event including ticket purchase, spectator engagement with the event, spectator facilities, ease of access to the event, available entertainment and hospitality, viewing opportunities, organisation of the event, etc.

Figure 4.4 illustrates respondents' perception of the quality of the Hamilton 400 event.

Figure 4.4 Respondents Quality Ranking of the Hamilton 400 Event



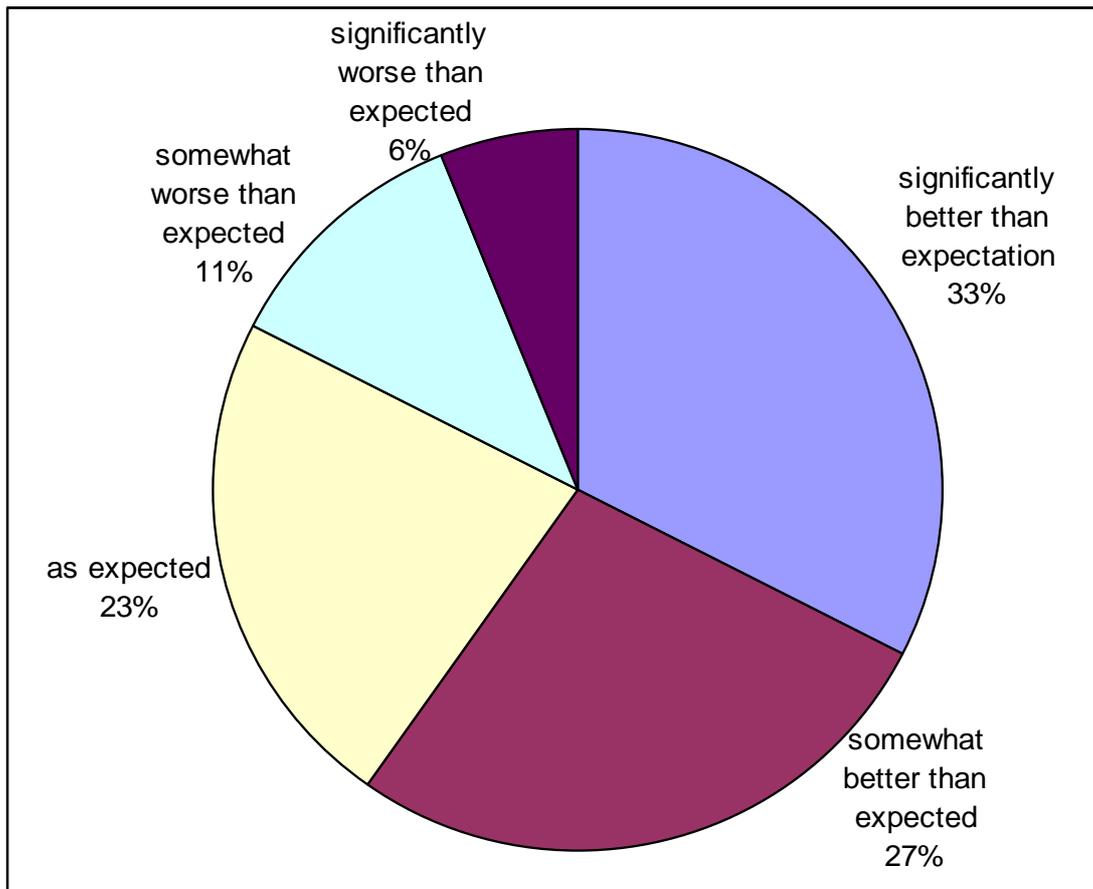
(Source: Horwath HTL Limited)

At least 80% of all respondents ranked all criteria as very good or quite good, except for “viewing opportunities”. Only 60% of all respondents ranked “viewing opportunities” as very good or quite good.

Respondents were asked to rank their satisfaction with / enjoyment of the event with their expectation. Approximately 60% of respondents indicated that their satisfaction with / enjoyment of the event was either significantly better or somewhat better than expected.

Figure 4.5 illustrates respondents’ satisfaction levels compared with their expectation.

Figure 4.5 Respondents' satisfaction level compared with expectation



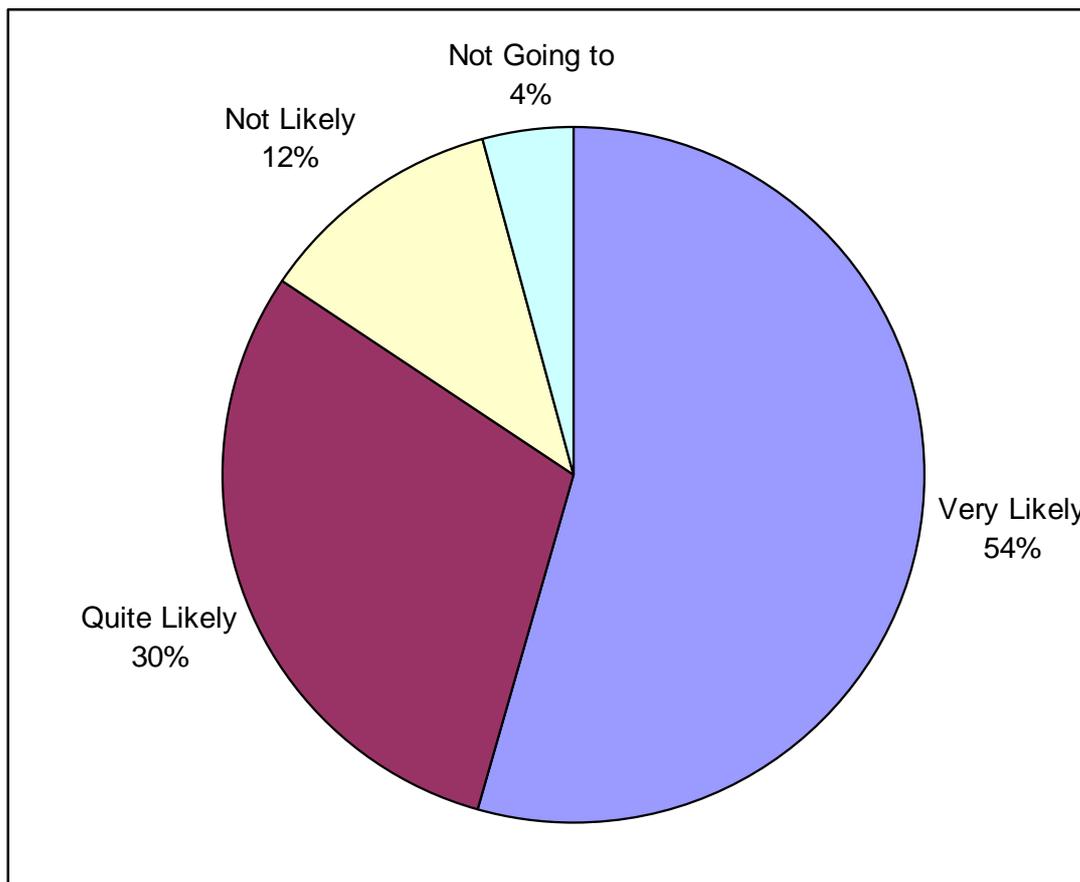
(Source: Horwath HTL Limited)

Respondents were asked to describe the price of admission for the event in terms of “value for money”. Approximately 80% of respondents indicated that the “value for money” was either very good or quite good, with 13% indicating it to be not particularly good and 7% indicating it was very poor.

Respondents were asked how likely they were to book for next year's event. Approximately 55% of the respondents indicated that they would very likely attend the event, followed by 30% who indicated quite likely.

Figure 4.6 illustrates respondents' likelihood of attending the event next year.

Figure 4.6 Respondents' Likelihood to Attend the Event Next Year



(Source: Horwath HTL Limited)

5 Summary of Incremental Expenditure

The various surveys of visitors to Hamilton form the basis of our calculation of the “new money” which was brought to / spent in Hamilton City as a result of the Hamilton 400 event. In addition we have obtained specific revenue and expenditure information from the event organiser (and associated parties) to calculate the “new money” from those sources.

5.1 Visitors to Hamilton (Ticket Purchasers)

Our survey of visitors to Hamilton requested information about their expenditure in Hamilton before, during and after the event.

The surveyed expenditure was applied to the estimated total number of non-Hamilton City ticket holders. Based on information provided by CSML and sourced from Ticketek, there were 12,000 ticket purchase transactions, including 8,250 to non-Hamilton postcodes (a ratio of 68.8%). Allowing for an estimated proportion of sales to Hamilton City residents and businesses being on behalf non-Hamilton attendees, we have assumed that 75% of the 31,860 paid entry tickets sold for the event (one, two or three day entry) were for visitors to Hamilton.

A summary of the expenditure survey results is summarised in Table 5.1 below.

Table 5.1 Survey of expenditure – Visitors to Hamilton (Ticket Purchasers)

	Average trip expenditure per travel party	Average trip expenditure per person	Hamilton City proportion	Incremental Hamilton expenditure per person	Total estimated expenditure in Hamilton (\$000) ⁽¹⁾
Accommodation	\$441	\$127	87% ⁽²⁾	\$110 ⁽²⁾	4,333
Food & Beverage	\$326	\$94	95%	\$89	3,497
Merchandise / other event expenditure	\$205	\$59	100%	\$59	1,409
Other retail (non-event)	\$107	\$31	95%	\$29	1,146
Other entertainment / leisure (non-event)	\$84	\$24	95%	\$23	900
Domestic / local transport	\$130	\$37	100%	\$37	1,471
Other	\$4	\$1	100%	\$1	50
Total					12,807

Notes:

(1) Assumes 39,300 visitors to Hamilton, including 23,900 attendees at the event, and 15,400 accompanying persons (non-event attendees) based on surveyed ratios of attendees (general ticket purchasers) (refer to Table 4.2) and estimated ratio of 75% of ticket purchases being by non-Hamilton residents

(2) Assumes average commercial accommodation expenditure in Hamilton City was 50% more per night than outside Hamilton City

(Source: Horwath HTL)

We estimate that visitors to Hamilton to attend the event spent \$12.8 million in Hamilton (in addition to the purchase of tickets to attend the event itself). This includes the expenditure of event attendees at the event, and elsewhere in Hamilton City, and the expenditure of accompanying persons who were non-event attendees, elsewhere in Hamilton City. This does not include expenditure spent away from home elsewhere in the Waikato region but not in Hamilton City.

5.2 Corporate and Sponsor Guests

Our survey of corporate and sponsor guests to Hamilton requested information about their expenditure in Hamilton before, during and after the event.

The survey expenditure was applied to the estimated total number of non-Hamilton City corporate and sponsor guests. According to CSML there were 200 corporate hosts. With a surveyed average of 54 corporate guests per host, the total number of corporate guests was 10,800. Of these corporate guests, 69% were from outside Hamilton.

According to CSML 120 of the corporate hosts were from out of Hamilton. These hosts entertained 73% of the non-Hamilton guests, with Hamilton-based hosts entertaining the other 27% of non-Hamilton guests.

Based on information provided by the event organiser, there were a total of 9 non-Hamilton sponsor hosts with an average of 276 guests each. 15% of the 2,482 sponsor guests were, according to the sponsor host survey, from Hamilton. This gives a total of 5,465 corporate and sponsor guests to Hamilton.

A summary of the expenditure survey results is summarised in Table 5.2 below.

Table 5.2 Survey of expenditure – Corporate and Sponsor Guests

	Average trip expenditure per travel party	Average trip expenditure per person	Hamilton City proportion	Incremental Hamilton expenditure per person	Total estimated expenditure in Hamilton (\$000) ⁽¹⁾
Accommodation	\$606	\$138	97% ⁽²⁾	\$133 ⁽²⁾	1,274
Food & Beverage	\$684	\$156	95%	\$148	1,415
Merchandise / other event expenditure	\$267	\$61	100%	\$61	580
Other retail (non-event)	\$631	\$144	95%	\$137	1,305
Other entertainment / leisure (non-event)	\$96	\$22	95%	\$21	198
Domestic / local transport	\$233	\$53	100%	\$53	507
Other	\$19	\$4	100%	\$4	41
Total					5,320

Notes:

(1) Assumes 9,600 guests to Hamilton, including 7,500 non-Hamilton corporate guests, based on the sponsor host and guest surveys and ratio of 69% of all corporate guests being non-Hamilton guests; and 2,100 sponsor guests based on corporate host survey and estimated ratio of 85% being non-Hamilton guests

(2) Assumes average commercial accommodation expenditure in Hamilton City was 40% more per night than outside Hamilton City

(Source: Horwath HTL)

We estimate that corporate and sponsor guests to Hamilton to attend the event spent \$5.3 million in Hamilton. This includes the expenditure of event attendees at the event, and elsewhere in Hamilton City. This does not include expenditure spent away from home elsewhere in the Waikato region but not in Hamilton City.

5.3 Corporate and Sponsor Hosts

Our survey of corporate and sponsor hosts to Hamilton requested information about their expenditure in Hamilton before, during and after the event.

The surveyed expenditure was applied to the estimated total number of non-Hamilton City based corporate and sponsor hosts. According to the event organisers, there were a total of 200 corporate hosts for the event. 120 (60%) of these hosts were non-Hamilton corporate hosts. Based on information provided by CSML, 9 out of the 26 event sponsors hosts were non-Hamilton sponsor hosts.

A summary of the expenditure survey results is summarised in Table 5.3 below.

Table 5.3 Survey of expenditure – Corporate and Sponsor Hosts

	Corporate Hosts				Sponsor Hosts				Total estimated Exp in Hamilton (\$000)
	Avg Exp per Corp Host	Contribution by Hamilton branch	Incremental Hamilton Exp	Total Exp in Hamilton (\$000)	Avg Exp per Sponsor Host	Contribution by Hamilton branch	Incremental Hamilton Exp	Total Exp in Hamilton (\$000)	
Accommodation	\$2,188	14%	\$1,881	226	\$21,450	0%	\$21,450	193	419
Food & Beverage	\$4,642	6%	\$4,363	524	\$15,625	3%	\$15,156	136	660
Merchandise / other event expenditure	\$768	0%	\$768	92	\$375	0%	\$375	3	95
Other retail (non-event)	\$1,390	0%	\$1,390	167	\$1,000	0%	\$1,000	9	176
Other entertainment / leisure (non-event)	\$738	3%	\$715	86	\$525	0%	\$525	5	91
Domestic / local transport	\$593	24%	\$451	54	\$388	0%	\$388	3	57
Other									
Purchase of goods and services	\$0				\$36,904	3%	\$35,797	322	322
Total				1,148				672	1,820

We estimate that corporate hosts to Hamilton spent \$1.1 million and sponsor hosts to Hamilton spent \$0.7 million in Hamilton. This is a total incremental expenditure of approximately \$1.8 million related to corporate and sponsor host expenditure. This includes the expenditure of the hosts at the event, and elsewhere in Hamilton City. This does not include expenditure spent elsewhere in the Waikato region but not in Hamilton City.

5.4 Media

Our survey of domestic media to Hamilton requested information about their expenditure in Hamilton before, during and after the event.

The surveyed expenditure was applied to the estimated total number of media people to Hamilton. Based on information provided by CSML the event was covered by 70 media companies with a total of 100 media people. It is estimated that each media person brought an average 1.5 accompanied guests, generating a total of 250 media people.

We met with the media manager for the event and discussed likely differences in expenses for international media compared to domestic media expenditure. Based on that discussion we have made an estimate of \$200,000 of incremental expenditure related to international media before, during and after the event.

A summary of the media expenditure is summarised in Table 5.4 below.

Table 5.4 Survey of expenditure – Media to Hamilton

	Average trip expenditure per travel party	Contribution from Hamilton money	Incremental Hamilton expenditure	Total estimated expenditure in Hamilton (\$000) ⁽¹⁾
Accommodation	\$467	0%	\$467	237
Food & Beverage	\$218	0%	\$218	95
Merchandise / other event expenditure	\$0	0%	\$0	0
Other retail (non-event)	\$0	0%	\$0	0
Other entertainment / leisure (non-event)	\$0	0%	\$0	0
Domestic / local transport	\$167	0%	\$167	62
Purchase of goods and services	\$40	0%	\$40	30
Total				423

Notes:

(1) Assumes a total of 250 media visitors to Hamilton, including 100 media directly covering the event, and 150 accompanying persons, but excludes TV3 production crew.

We estimate that media (including accompanying persons, but excluding TV3 production crew) spent approximately \$0.4 million in Hamilton. This includes the expenditure of media at the event, and elsewhere in Hamilton City, and the expenditure of accompanying persons elsewhere in Hamilton City. This does not include expenditure spent elsewhere in the Waikato region but not in Hamilton City.

5.5 Event Organisers and Teams

5.5.1 Teams

Our survey of teams to Hamilton requested information about the teams expenditure in Hamilton before, during and after the event.

The survey expenditure was applied to the total number teams. There were 17 V8 Supercars teams participating in the competition. This does not include expenditure related to the other 100 MotorSport NZ teams.

A summary of the expenditure survey results is summarised in Table 5.5 below.

Table 5.5 Survey of expenditure – V8 Supercars Teams in Hamilton

	Average expenditure per team	Contribution by Hamilton branch	Incremental Hamilton expenditure	Total estimated expenditure in Hamilton (\$000)
Accommodation ⁽¹⁾	\$2,185	0%	\$2,185	37
Food & Beverage	\$2,652	0%	\$2,652	45
Merchandise / other event expenditure	\$485	0%	\$485	8
Other entertainment / leisure	\$1,446	0%	\$1,446	25
Domestic / local transport	\$796	0%	\$796	14
Purchase of goods and services	\$6,854	0%	\$6,854	116
Total				245

Note:

(1) Accommodation expenditure in addition to that paid for by the event promoter

We estimate that teams to Hamilton to participate in the competition spent approximately \$0.2 million in Hamilton. This includes the expenditure of the teams at the event, and elsewhere in Hamilton City. This does not include expenditure spent elsewhere in the Waikato region but not in Hamilton City.

5.5.2 Event Organisers

In this section we will describe the net incremental expenditure of the various event organisers. Due to commercial sensitivity of much of this information, we have consolidated the expenditure of the three lead entities involved in organising and hosting the event.

Table 5.6 summarises the entities and their role in the event.

Table 5.6 Event Organisers

Event Organisers	Description	Role in the event
MotorSport NZ	Regulator of motor sport in NZ; organiser of non-V8 Supercars races as part of the event programme	They assisted CSML in holding the event and were responsible for volunteers and marshals They organised non-V8 Supercars races
V8 Supercars Australia	Australian touring car racing organisation operating under the regulations of the FIA. Events are held in Australia, New Zealand and Bahrain	Owner of the V8 Supercars championship
Caleta Streetrace Management Ltd	New Zealand event promoter which owns the rights to run, organise and host the V8 Supercars championship round in NZ	Responsible for hosting and organising the event in Hamilton City

MotorSport NZ has advised us of their total expenditure before, during and after the event in Hamilton. They were responsible for paid and volunteer

race officials, including 100 non-V8 Supercars teams, marshals and team members / supporters. MotorSport NZ's expenses associated with hosting and running the event included accommodation and operating costs.

The expenditure of V8 Supercars Australia in Hamilton included:

- costs associated to corporate office and facilities in Hamilton for the event
- other temporary buildings and facilities
- catering / pourage (F&B) including for their teams / guests
- sponsorship and advertising
- advertising
- entertainment and event expenditure.

V8 Supercars Australia owns the TV production rights for the event and distributes these pictures through Global Television around the world. Instead of using their "in house" TV production division, V8 Supercars Australia sub-contracted TV3 to produce the TV pictures in New Zealand. TV3 were also responsible for their own expenses related to the event. TV3's expenses included money spent in Hamilton on accommodation, food and beverage, facilities and other TV production expenses before, during and after the event.

We have analysed the categories of CSML's expenditure in Hamilton and their share of revenue gained from non-Hamilton sources. The analysis shows that CSML contributed significantly to the Hamilton economy in terms of net incremental expenditure funded from revenue outside Hamilton.

CSML's revenue sources included:

- ticket sales
- sponsorship
- sale of corporate hospitality packages
- event funding support from Hamilton City Council
- various other revenue sources as a result of commercial activities associated with hosting the event.

CSML's expenditure in Hamilton included:

- building of the race circuit
- salaries of local staff and contractors
- rights fee and expenditure paid to / on behalf of V8 Supercars Australia in relation to hosting the event, including all transport costs and agreed level of accommodation
- other associated costs of hosting, organising and promoting the event.

We have made allocations and estimates based on provided information from the event organisers and have calculated the net incremental expenditure in the Hamilton economy by the various entities to be a total sum of \$8.0 million.

5.6 Total Incremental Expenditure – Hamilton City Economy

Table 5.7 summarises the net incremental expenditure in the Hamilton City economy, generated as a result of the event (“new money”), is \$28.3 million.

Table 5.7 Summary of total incremental expenditure – Hamilton economy

	General Visitors (1)	Corporate and Sponsor Guests (2)	Corporate Hosts (3)	Sponsor Hosts (3)	Media (4)	Event Organisers / Teams (5)	TOTAL
Accommodation	\$4,333	\$1,274	\$226	\$193	\$237	\$801	\$7,064
Food and beverage	\$3,497	\$1,415	\$524	\$136	\$95	\$1,099	\$6,766
Merchandise and other expenditure at the event	\$1,409	\$580	\$92	\$3	\$0	\$34	\$2,119
Other retail expenditure (not at the event)	\$1,146	\$1,305	\$167	\$9	\$0	\$0	\$2,627
Other entertainment / leisure activities (not at the event)	\$900	\$198	\$86	\$5	\$0	\$30	\$1,218
Domestic and local transport	\$1,471	\$507	\$54	\$3	\$62	\$94	\$2,191
Other	\$50	\$41	\$0	\$0	\$0	\$0	\$91
Purchase of goods and services	\$0	\$0	\$0	\$322	\$30	\$5,903	\$6,255
Total	\$12,807	\$5,320	\$1,148	\$672	\$423	\$7,960	\$28,331

Notes:

- (1) Refer to section 5.1
- (2) Refer to section 5.2
- (3) Refer to section 5.3
- (4) Refer to section 5.4
- (5) Refer to section 5.5

This expenditure is referred to subsequently in the report at “initial expenditure”.

6 Economic Impact of Hamilton 400 Event

Our analysis focuses on the economic impact generated by the V8 Supercars event on the Hamilton City economy. The economic impact of the event includes the impact on the local economy beyond the initial expenditure by taking into consideration all subsequent rounds of spending that are “stimulated” as a result of the “new money” entering the economy because of the event.

The economic impact has been estimated using a 48-sector model of the Hamilton City economy prepared by Market Economics Ltd. In order to derive the economic impact, we allocated the weighted visitor expenditure across the relevant sectors of the Hamilton economy.

The economic impact generated by the event has been estimated in terms of:

- Total Output
- Total Value Added.

Total Output relates to the overall economic activity generated by the stimulus of the initial expenditure, including the downstream indirect and induced expenditure.

Total Value Added represents the net contribution to regional GDP generated as a result of the initial, indirect, and induced expenditure.

In assessing the contribution to GDP, the focus is on the value-added component of each round of expenditure, rather than the total amount of expenditure.

For example, if a retailer sells an item for \$6 that cost them \$4 to sell (including the original purchase price of the item plus labour costs and overheads), then the value-added component (at the retail level) is \$2.

6.1 Total Output – Hamilton City Economy

Total Output generated as a result of the Hamilton 400 event has been estimated at **\$55.0 million** using the relevant sectors of the 48-sector model of the Hamilton economy as detailed in Table 6.1. The lower multiplier attributable to retail trade spending includes an adjustment to the initial expenditure to exclude the initial cost of goods sold. This represents a weighted average Output multiplier of 1.94.

Table 6.1: Total Economic Output – Hamilton City Economy

	Initial Expenditure (\$000)	Total Output Multiplier	Total Output (\$000)
Retail Trade	\$4,746	0.92	\$4,366
Accommodation, Restaurants & Bars	\$13,830	2.04	\$28,213
Road Transport	\$2,191	2.09	\$4,579
Cultural & Recreational Services	\$1,218	2.23	\$2,716
Business Services	\$6,346	2.38	\$15,103
TOTAL	\$28,331	1.94	\$54,977

(Source: Horwath HTL Ltd)

6.2 Total Value Added – Hamilton City Economy

Total Value Added generated in the Hamilton City economy attributable to the event (equivalent to contribution to regional GDP) is estimated to be approximately **\$20.6 million** as detailed in Table 6.2. This represents a weighted average total Value Added multiplier of 0.73.

Table 6.2: Total Economic Value Added

	Initial Expenditure (\$000)	Total Value Added Multiplier	Total Value Added (\$000)
Retail Trade	\$4,746	0.68	\$3,227
Accommodation, Restaurants & Bars	\$13,830	0.63	\$8,713
Road Transport	\$2,191	0.87	\$1,906
Cultural & Recreational Services	\$1,218	0.77	\$938
Business Services	\$6,346	0.91	\$5,775
TOTAL	\$28,331	0.73	\$20,559

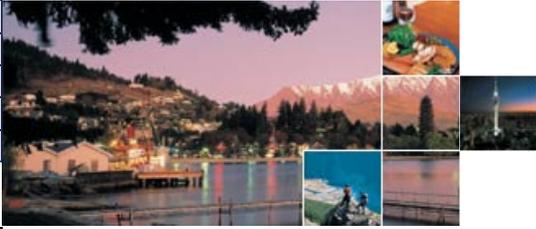
(Source: Horwath HTL Ltd)



APPENDICES

A. SAMPLE QUESTIONNAIRES

Firm Information
Services
Enquiry
Useful Information
News



Click map for Member Firm locations

Hamilton 400 V8 Supercars Event (2008)

Visitors Questionnaire

Hamilton City Council and CSM, the event promoter, wishes to obtain information regarding the satisfaction and spending of visitors to Hamilton in relation to the Hamilton 400 V8 Supercars event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information on behalf of Hamilton City Council and CSM. We would appreciate your assistance in completing this survey. Your responses will be treated in strict confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

The survey is in two parts:

Part 1 is this visitors questionnaire

Part 2 is a questionnaire regarding the event sponsors which is accessed upon completion and submission of the Part 1 survey.

1. What is your town / city and country of residence?

town / city of residence

country of residence if not in NZ

2. If you travelled from overseas, which airport was your port of entry into New Zealand?

3. In addition to yourself, how many (if any) adults and children travelled with you on this visit to Hamilton?

adults (15+ years) children (14 years and below)

4. In addition to yourself, how many (if any) adults and children attended the event as

spectators?

adults (15+ years) children (14 years and below)

5. Have you ever previously visited Hamilton for an overnight stay?

yes no

6. If yes ...

a. What was your perception of Hamilton as a place to visit, prior to the event?

b. Having attended the event, how has your perception of Hamilton as a place to visit changed?

7. How many days (or part days) did you spend in Hamilton?

a. specifically attending the event

b. staying before and / or after your attendance at the event

8. Did you stay overnight in Hamilton City itself during the event? yes no

9. If not in Hamilton City, what town / locality did you stay in?

stayed at home

other location

please specify

10. If not at home, how many nights did you stay at this location before, during and / or after the event?

11. What was your main form of transport in New Zealand between your residence / port of entry and Hamilton (or where you stayed overnight, if applicable)?

- private car / van rental car / van / campervan
 motorbike plane
 other public transport

12. What was your main form of transport between your accommodation and the event?

- walk bus
 private car / van rental car / van / campervan
 motorbike plane
 other public transport

13. If you stayed overnight, what form(s) of accommodation did you use? (please indicate number of people in the boxes)

a. hosted with family and friends

b. hotel / motel / motor inn / serviced apartment / backpackers / hostel please specify

c. homestay / farmstay / rented private home

d. camping ground

14. During your stay before, during and / or after the event, approximately how much did you spend in total (NZD including GST) on behalf of yourself and other members of your travel party? (Estimates are acceptable)

a. accommodation \$

b. food and beverage \$

c. event admission (including tickets purchased in advance) \$

d. merchandise and other expenditure at the event \$

- e. other retail expenditure (not at the event)
- f. other entertainment / leisure activities (not at the event)
- g. transport from/to your place of residence
- h. local travel / public transport from your accommodation (if applicable) to the event (excluding any hosted)
- i. other

15. Based on your experience at the the Hamilton 400 V8 Supercars event, how would you rank the quality of the following:

a. ease of ticket purchase

- very good quite good not good very poor

b. viewing opportunities

- very good quite good not good very poor

c. opportunities for and level of spectator engagement with the event

- very good quite good not good very poor

d. spectator facilities (eg: toilets, food and beverage facilities, event information)

- very good quite good not good very poor

e. ease of access to the event by public transport

- very good quite good not good very poor

f. ease of access to the event by private transport (if relevant)

- very good quite good not good very poor

g. overall experience of Hamilton's performance as a host city

- very good quite good not good very poor

h. the Hamilton CBD in terms of the entertainment and hospitality available

very good quite good not good very poor

i. overall event organisation, co-ordination and enjoyment

very good quite good not good very poor

16. Overall, how did your satisfaction with / enjoyment of the event compare with your expectation?

significantly better than expected somewhat better than expected
 as expected somewhat worse than expected
 significantly worse than expected

17. In terms of "value for money", how would you describe the price of admission for the event?

very good value for money quite good value for money
 not particularly good value for money very poor value for money

18. How likely are you to book to attend next year's event?

very likely quite likely not likely not going to

19. What (if any) suggestions do you have for how the event could be improved in future years in terms of:

a. the organisation itself?

b. the organisation of Hamilton as the location of the event?

20. Do you have any other suggestions or comments about the event?

To be eligible for the prize of a Hamilton 400 cap to be sent to the first 500 completed survey respondents, please provide your details below:

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Hamilton 400 V8 Supercars Event (2008)

Corporate Guest Questionnaire

Hamilton City Council and Caleta Streetrace Management Limited ("CSM"), the event promoter, wish to obtain information regarding the satisfaction and spending of visitors to Hamilton in relation to the Hamilton 400 V8 Supercars event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information on behalf of Hamilton City Council and CSM. We would appreciate your assistance in completing this survey. Your responses will be treated in strict confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

1. What is your town / city and country of residence?

town / city of residence

country of residence if not in NZ

2. If you travelled from overseas, which airport was your port of entry into New Zealand?

3. Did you attend the event as

a visitor

a corporate guest please specify the name of your host

a sponsor guest please specify the name of your host

other guest please specify the name of your host

4. In addition to yourself, how many (if any) adults and children travelled with you on this visit to Hamilton?

adults (15+ years) children (14 years and below)

5. In addition to yourself, how many (if any) adults and children attended the event as spectators?

adults (15+ years) children (14 years and below)

6. Have you ever previously visited Hamilton for an overnight stay?

yes no

7. If yes ...

a. What was your perception of Hamilton as a place to visit, prior to the event?

b. Having attended the event, how has your perception of Hamilton as a place to visit changed?

8. How many days (or part days) did you spend in Hamilton?

a. specifically attending the event

b. staying before and / or after your attendance at the event

c. Did you visit other areas in Hamilton other than the event? yes no

9. Did you stay overnight in Hamilton City itself during the event? yes no

10. If you did not stay in Hamilton City,

a. What town / locality did you stay in?

stayed at home

other location

please specify

b. What would motivate you to stay in Hamilton (excluding free accommodation)?

i.

ii.

iii.

11. If not at home, how many nights did you stay at this location before, during and / or after the event?

12. What was your main form of transport in New Zealand between your residence / port of entry and Hamilton (or where you stayed overnight, if applicable)?

private car / van

rental car / van / campervan

motorbike

plane

other public transport

13. What was your main form of transport between your accommodation and the event?

walk

bus

private car / van

rental car / van / campervan

motorbike

plane

other public transport

14. If you stayed overnight, what form(s) of accommodation did you use? (please indicate number of people in the boxes)

a. hosted with family and friends

b. hotel / motel / motor inn / serviced apartment / backpackers / hostel

please specify



c. homestay / farmstay / rented private home

d. camping ground

15. During your stay before, during and / or after the event, approximately how much

did you spend in total (NZD including GST) on behalf of yourself and other members of your travel party? (Estimates are acceptable)

- a.** accommodation
- b.** food and beverage
- c.** event admission (including tickets purchased in advance)
- d.** merchandise and other expenditure at the event
- e.** other retail expenditure (not at the event)
- f.** other entertainment / leisure activities (not at the event)
- g.** transport from/to your place of residence
- h.** local travel / public transport from your accommodation (if applicable) to the event (excluding any hosted)
- i.** other

16. Based on your experience at the the Hamilton 400 V8 Supercars event, how would you rank the quality of the following:

a. ease of ticket purchase

- very good quite good not good very poor

b. viewing opportunities

- very good quite good not good very poor

c. opportunities for and level of spectator engagement with the event

- very good quite good not good very poor

d. spectator facilities (eg: toilets, food and beverage facilities, event information)

- very good quite good not good very poor

e. ease of access to the event by public transport

very good quite good not good very poor

f. ease of access to the event by private transport (if relevant)

very good quite good not good very poor

g. overall experience of Hamilton's performance as a host city

very good quite good not good very poor

h. the Hamilton CBD in terms of the entertainment and hospitality available

very good quite good not good very poor

i. overall event organisation, co-ordination and enjoyment

very good quite good not good very poor

17. Overall, how did your satisfaction with / enjoyment of the event compare with your expectation?

significantly better than expected somewhat better than expected
 as expected somewhat worse than expected
 significantly worse than expected

18. In terms of "value for money", how would you describe the price of admission for the event?

very good value for money quite good value for money
 not particularly good value for money very poor value for money

19. How likely are you to book to attend next year's event?

very likely quite likely not likely not going to

20. What (if any) suggestions do you have for how the event could be improved in future years in terms of:

a. the organisation itself?

b. the organisation of Hamilton as the location of the event?

21. Do you have any other suggestions or comments about the event?

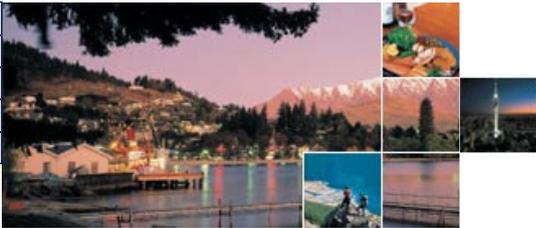
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Hamilton 400 V8 Supercars Event (2008)

Sponsor Guest Questionnaire

Hamilton City Council and Caleta Streetrace Management Limited ("CSM"), the event promoter, wish to obtain information regarding the satisfaction and spending of visitors to Hamilton in relation to the Hamilton 400 V8 Supercars event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information on behalf of Hamilton City Council and CSM. We would appreciate your assistance in completing this survey. Your responses will be treated in strict confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

1. What is your town / city and country of residence?

town / city of residence

country of residence if not in NZ

2. If you travelled from overseas, which airport was your port of entry into New Zealand?

3. Did you attend the event as

a visitor

a corporate guest please specify the name of your host

a sponsor guest please specify the name of your host

other guest please specify the name of your host

4. In addition to yourself, how many (if any) adults and children travelled with you on this visit to Hamilton?

adults (15+ years) children (14 years and below)

5. In addition to yourself, how many (if any) adults and children attended the event as spectators?

adults (15+ years) children (14 years and below)

6. Have you ever previously visited Hamilton for an overnight stay?

yes no

7. If yes ...

a. What was your perception of Hamilton as a place to visit, prior to the event?

b. Having attended the event, how has your perception of Hamilton as a place to visit changed?

8. How many days (or part days) did you spend in Hamilton?

a. specifically attending the event

b. staying before and / or after your attendance at the event

c. Did you visit other areas in Hamilton other than the event? yes no

9. Did you stay overnight in Hamilton City itself during the event? yes no

10. If you did not stay in Hamilton City,

a. What town / locality did you stay in?

- stayed at home other location
please specify

b. What would motivate you to stay in Hamilton (excluding free accommodation)?

- i.
ii.
iii.

11. If not at home, how many nights did you stay at this location before, during and / or after the event?

12. What was your main form of transport in New Zealand between your residence / port of entry and Hamilton (or where you stayed overnight, if applicable)?

- private car / van rental car / van / campervan
 motorbike plane
 other public transport

13. What was your main form of transport between your accommodation and the event?

- walk bus
 private car / van rental car / van / campervan
 motorbike plane
 other public transport

14. If you stayed overnight, what form(s) of accommodation did you use? (please indicate number of people in the boxes)

a. hosted with family and friends

b. hotel / motel / motor inn / serviced apartment / backpackers /
hostel please specify

c. homestay / farmstay / rented private home

d. camping ground

15. During your stay before, during and / or after the event, approximately how much did you spend in total (NZD including GST) on behalf of yourself and other members of your travel party? (Estimates are acceptable)

- a. accommodation
- b. food and beverage
- c. event admission (including tickets purchased in advance)
- d. merchandise and other expenditure at the event
- e. other retail expenditure (not at the event)
- f. other entertainment / leisure activities (not at the event)
- g. transport from/to your place of residence
- h. local travel / public transport from your accommodation (if applicable) to the event (excluding any hosted)
- i. other

16. Based on your experience at the the Hamilton 400 V8 Supercars event, how would you rank the quality of the following:

- a. ease of ticket purchase
- very good quite good not good very poor
- b. viewing opportunities
- very good quite good not good very poor
- c. opportunities for and level of spectator engagement with the event
- very good quite good not good very poor
- d. spectator facilities (eg: toilets, food and beverage facilities, event information)
- very good quite good not good very poor

e. ease of access to the event by public transport

very good quite good not good very poor

f. ease of access to the event by private transport (if relevant)

very good quite good not good very poor

g. overall experience of Hamilton's performance as a host city

very good quite good not good very poor

h. the Hamilton CBD in terms of the entertainment and hospitality available

very good quite good not good very poor

i. overall event organisation, co-ordination and enjoyment

very good quite good not good very poor

17. Overall, how did your satisfaction with / enjoyment of the event compare with your expectation?

significantly better than expected somewhat better than expected
 as expected somewhat worse than expected
 significantly worse than expected

18. In terms of "value for money", how would you describe the price of admission for the event?

very good value for money quite good value for money
 not particularly good value for money very poor value for money

19. How likely are you to book to attend next year's event?

very likely quite likely not likely not going to

20. What (if any) suggestions do you have for how the event could be improved in

future years in terms of:

a. the organisation itself?

b. the organisation of Hamilton as the location of the event?

21. Do you have any other suggestions or comments about the event?

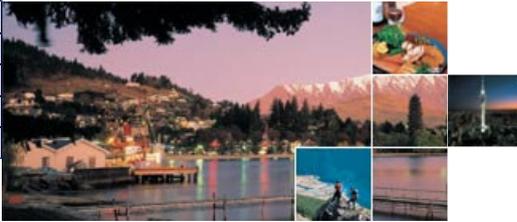
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2008 Hamilton V8 Supercars Event Corporate Host Questionnaire

Hamilton City Council and Caleta Streetrace Management Limited ("CSM") wish to ascertain the economic impact of the 2008 V8 Supercars event. The primary objective of this research is to assess the incremental expenditure in the Hamilton City economy attributable to the event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information. We would appreciate your assistance in completing this survey. Your responses will be treated in the strictest confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

1. What is the name of your company and which town/city is your company head office based in? (if from overseas, please provide your company's country of origin)

Company Name

Company Location

2. If your company is not based in Hamilton City, do you have a branch in Hamilton?

Yes No

3. How many people in total did your company host during the event (including your own employees)?

adults (15+ years) children (14 years and below)

4. Approximately what proportion of these people live in Hamilton City?

adults (15+ years) children (14 years and below)

5. On average, how many people did your company host over the 3 event days?

Number of people hosted on one day only

Number of people hosted over 2 days

Number of people hosted on all 3 days

6. Did your company also host people for any period before or after the event?

a. yes no

b. If yes, for how many days on average? days

7. For how many people (including your own employees) did your company pay for any accommodation (either in full or partially) in Hamilton City during the event?

adults (15+ years) children (14 years and below)

8. For how many people (including your own employees) did your company pay for any accommodation (either in full or partially) in other towns or localities during the event?

adults (15+ years) children (14 years and below)

9. On average, how many nights did your company provide accommodation for these people before, during or after the event?

nights

10. For how many people (including your own employees) did your company pay for any transportation to and from Hamilton City?

adults (15+ years) children (14 years and below)

11. If relevant, please specify the number of people you paid for travel (either in full or partially) by the following types of transportation?

<input type="text"/>	private car / van	<input type="text"/>	rental car / van / campervan
<input type="text"/>	motorbike	<input type="text"/>	plane
<input type="text"/>	other public transport		

12. What form(s) of accommodation did your company pay for? (please indicate number of people in the boxes)

- a. hosted with family and friends
- b. hotel / motel / motor inn / serviced apartment / backpackers / hostel please specify
- c. homestay / farmstay / rented private home
- d. camping ground

13. What was your company's expenditure (in NZD excluding GST) before, during and after the event, on behalf of yourself, your employees, team members and guests? Please also indicate the approximate proportion of expenditure attributable to your branch in Hamilton compared to any national or international contribution from your company. (If your company is based in Hamilton please indicate 100%)

Expenditure type	Amount	% Contribution
a. corporate event package fee	\$ <input type="text"/>	% <input type="text"/>
b. accommodation	\$ <input type="text"/>	% <input type="text"/>
c. food and beverage	\$ <input type="text"/>	% <input type="text"/>
d. event admission	\$ <input type="text"/>	% <input type="text"/>
e. merchandise and other expenditure at the event	\$ <input type="text"/>	% <input type="text"/>
f. other retail expenditure (not at the event)	\$ <input type="text"/>	% <input type="text"/>
g. other entertainment / leisure activities (not at the event)	\$ <input type="text"/>	% <input type="text"/>
h. local travel / public transport (including to / from the event)	\$ <input type="text"/>	% <input type="text"/>
i. transport cost to and from Hamilton City	\$ <input type="text"/>	% <input type="text"/>
i. other <input type="text"/> <small>please specify</small> <input type="text"/>	\$ <input type="text"/>	% <input type="text"/>

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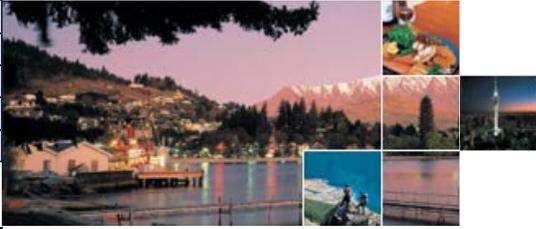
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Hamilton 400 V8 Supercars 2008

Sponsor Host Questionnaire

Hamilton City Council and Caleta Streetrace Management Limited ("CSM") wish to ascertain the economic impact of the Hamilton 400 V8 Supercars 2008 event. The primary objective of this research is to assess the incremental expenditure in the Hamilton City economy attributable to the event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information. We would appreciate your assistance in completing this survey. Your responses will be treated in the strictest confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

1. What is the name of your company and which town/city is your company head office based in? (if from overseas, please provide your company's country of origin)

Company Name

Company Location

2. If your company is not based in Hamilton City, do you have a branch in Hamilton?

Yes No

3. How many people in total did your company host during the event (including your own employees)?

adults (15+ years) children (14 years and below)

4. Approximately what proportion of these people live in Hamilton City?

adults (15+ years) children (14 years and below)

5. On average, how many people did your company host over the 3 event days?

Number of people hosted on one day only

Number of people hosted over 2 days

Number of people hosted on all 3 days

6. Did your company also host people for any period before or after the event?

a. yes no

b. If yes, for how many days on average? days

7. For how many people (including your own employees) did your company pay for any accommodation (either in full or partially) in Hamilton during the event?

adults (15+ years) children (14 years and below)

8. For how many people (including your own employees) did your company pay for any accommodation (either in full or partially) in other towns or localities during the event?

adults (15+ years) children (14 years and below)

9. On average, how many nights did your company provide accommodation for these people before, during or after the event?

nights

10. For how many people (including your own employees) did your company pay for any transportation (either in full or partially) to and from Hamilton?

adults (15+ years) children (14 years and below)

11. If relevant, please specify the number of people for when you paid for travel (either in full or partially) by the following types of transportation?

<input type="text"/>	private car / van	<input type="text"/>	rental car / van / campervan
<input type="text"/>	motorbike	<input type="text"/>	plane
<input type="text"/>	other public transport		

12. What form(s) of accommodation did your company pay for? (please indicate number of people in the boxes)

a. hosted with family and friends	<input type="text"/>
b. hotel / motel / motor inn / serviced apartment / backpackers / hostel <input type="text" value="please specify"/>	<input type="text"/>
c. homestay / farmstay / rented private home	<input type="text"/>
d. camping ground	<input type="text"/>

13. What was your company's expenditure (in NZD excluding GST) before, during and after the event, on behalf of yourself, your employees, team members and guests? Please also indicate the approximate proportion of expenditure attributable to your branch in Hamilton compared to any national or international contribution from your company. (If your company is based in Hamilton please indicate 100%)

Expenditure Type	Amount	% Contribution
a. event sponsorship	\$ <input type="text"/>	<input type="text"/> %
b. purchase / hire of goods and services (including labour)	\$ <input type="text"/>	<input type="text"/> %
c. accommodation	\$ <input type="text"/>	<input type="text"/> %
d. food and beverage	\$ <input type="text"/>	<input type="text"/> %
e. event admission (if any)	\$ <input type="text"/>	<input type="text"/> %
f. merchandise and other expenditure at the event	\$ <input type="text"/>	<input type="text"/> %
g. other retail expenditure (not at the event)	\$ <input type="text"/>	<input type="text"/> %
h. other entertainment / leisure activities (not at the event)	\$ <input type="text"/>	<input type="text"/> %

- i. local travel / public transport (including to / from the event)
- j. transport / freight cost to and from New Zealand
- k. transport cost to and from Hamilton (domestic)
- l. other

14. Did your company sponsor any free goods or services?

- Yes No

If yes, please briefly indicate the

- a. approximate market value of the free goods and services
- b. nature of the free goods and services

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2008 Hamilton V8 Supercars Event

Teams Questionnaire

Hamilton City Council wishes to ascertain the economic impact of the 2008 V8 Supercars event. The primary objective of this research is to assess the incremental expenditure in the Hamilton City economy attributable to the event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information on behalf of Hamilton City Council. We would appreciate your assistance in completing this survey. Your responses will be treated in the strictest confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council.

1. What country (and city) is your team based in?

2. How many people in total did your team bring to the event (including family and supporters for whom the team is responsible)?

 adults (15+ years) children (14 years and below)

3. On average, how many days did your team stay in Hamilton?

4. Did any of your team stay in Hamilton for additional time before or after the event?

a. yes no

b. If yes, for how many days on average? days

5. For how many people (if any) did your team pay for any accommodation

in Hamilton during the event?

adults (15+ years) children (14 years and below)

6. For how many people (if any) did your team pay for any accommodation in other towns or localities during the event?

adults (15+ years) children (14 years and below)

7. For how many people (if any) did your team pay for any transportation to and from Hamilton (and New Zealand)?

adults (15+ years) children (14 years and below)

8. If relevant, please specify the number of people your team paid for travel by the following types of transportation?

private car / van rental car / van / campervan
 motorbike plane
 other public transport

9. What form(s) of accommodation (if any) did your team pay for? (please indicate number of people in the boxes)

a. hosted with family and friends

b. hotel / motel / motor inn / serviced apartment / backpackers /
hostel please specify

c. homestay / farmstay / rented private home

d. other please specify

12. What was your team's expenditure (in NZD including GST) before, during and after the event, on behalf of yourself, your employees, team members and guests?

a. event entry fees (if any) \$

- b.** freight to New Zealand \$

- c.** purchase of goods and services in New Zealand (including from the event organiser) \$

- d.** accommodation (excluding any hosted) \$

- e.** food and beverage (excluding any hosted) \$

- f.** other expenditure at or associated with the event (excluding any hosted) \$

- g.** other retail expenditure (not at the event) \$

- h.** other entertainment / leisure activities (not at the event) \$

- i.** local travel / public transport (including to / from the event) \$

- j.** domestic travel in New Zealand \$

- k.** transport cost to and from New Zealand \$

- l.** other \$

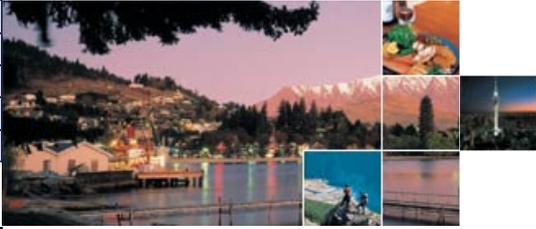
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Hamilton 400 V8 Supercars Event (2008)

Media Questionnaire

Hamilton City Council and Caleta Streetrace Management Limited ("CSM"), the event promoter, wish to obtain information regarding the satisfaction and spending of visitors to Hamilton in relation to the Hamilton 400 V8 Supercars event.

Horwath HTL Limited, a specialist hotel, tourism and leisure consulting firm, is gathering and analysing this information on behalf of Hamilton City Council and CSM. We would appreciate your assistance in completing this survey. Your responses will be treated in strict confidence and all results will be reported in aggregate form only. Your specific information will not be identifiable by or available to Hamilton City Council or CSM.

1. What is your town / city and country of residence?

town / city of residence

country of residence if not in NZ

2. If you travelled from overseas, which airport was your port of entry into New Zealand?

3. In addition to yourself, how many (if any) adults and children travelled with you on this visit to Hamilton?

adults (15+ years) children (14 years and below)

4. In addition to yourself, how many (if any) adults and children attended the event as spectators?

adults (15+ years) children (14 years and below)

5. Have you ever previously visited Hamilton for an overnight stay?

yes no

6. If yes ...

a. What was your perception of Hamilton as a place to visit, prior to the event?

b. Having attended the event, how has your perception of Hamilton as a place to visit changed?

7. How many days (or part days) did you spend in Hamilton?

a. specifically attending the event

b. staying before and / or after your attendance at the event

8. Did you stay overnight in Hamilton City itself during the event? yes no

9. If not in Hamilton City, what town / locality did you stay in?

stayed at home

other location

please specify

10. If not at home, how many nights did you stay at this location before, during and / or after the event?

11. What was your main form of transport in New Zealand between your residence / port of entry and Hamilton (or where you stayed overnight, if applicable)?

- private car / van
- motorbike
- other public transport
- rental car / van / campervan
- plane

12. What was your main form of transport between your accommodation and the event?

- walk
- private car / van
- motorbike
- other public transport
- bus
- rental car / van / campervan
- plane

13. If you stayed overnight, what form(s) of accommodation did you use? (please indicate number of people in the boxes)

- a. hosted with family and friends
- b. hotel / motel / motor inn / serviced apartment / backpackers / hostel please specify
- c. homestay / farmstay / rented private home
- d. camping ground

14. What was your expenditure (in NZD including GST) before, during and after the event, on behalf of yourself, employees, family or guests (if any)? Please also indicate the approximate proportion of expenditure attributable to your own expenditure compared to any contribution from your media company / partner if not located in Hamilton City? (If you did not have any contribution to your expenditure or your media company / partner is based in Hamilton please indicate 100%)

Expenditure Type	Amount	% Contribution
a. purchase / hire of goods and services (including labour)	\$ <input style="width: 100px;" type="text"/>	<input style="width: 50px;" type="text"/> %
b. accommodation (excluding any hosted)	\$ <input style="width: 100px;" type="text"/>	<input style="width: 50px;" type="text"/> %
c. food and beverage (excluding any hosted)	\$ <input style="width: 100px;" type="text"/>	<input style="width: 50px;" type="text"/> %
d. event admission (excluding any hosted)	\$ <input style="width: 100px;" type="text"/>	<input style="width: 50px;" type="text"/> %
e. merchandise and other expenditure at the event	\$ <input style="width: 100px;" type="text"/>	<input style="width: 50px;" type="text"/> %

f. other retail expenditure (not at the event)	\$ <input type="text"/>	<input type="text"/> %
g. other entertainment / leisure activities (not at the event)	\$ <input type="text"/>	<input type="text"/> %
h. local travel / public transport (including to / from the event and excluding any hosted)	\$ <input type="text"/>	<input type="text"/> %
i. transport / freight cost to and from New Zealand (if any and excluding any hosted)	\$ <input type="text"/>	<input type="text"/> %
j. transport cost to and from Hamilton (domestic and excluding any hosted)	\$ <input type="text"/>	<input type="text"/> %
k. other <input type="text" value="please specify"/>	\$ <input type="text"/>	<input type="text"/> %

15. Based on your experience at the the Hamilton 400 V8 Supercars event, how would you rank the quality of the following:

a. overall experience of Hamilton's performance as a host city

very good
 quite good
 not good
 very poor

b. the Hamilton CBD in terms of the entertainment and hospitality available

very good
 quite good
 not good
 very poor

c. overall event organisation, co-ordination and enjoyment

very good
 quite good
 not good
 very poor

16. What (if any) suggestions do you have for how the event could be improved in future years in terms of:

a. the organisation itself?

b. the organisation of Hamilton as the location of the event?

17. Do you have any other suggestions or comments about the event?

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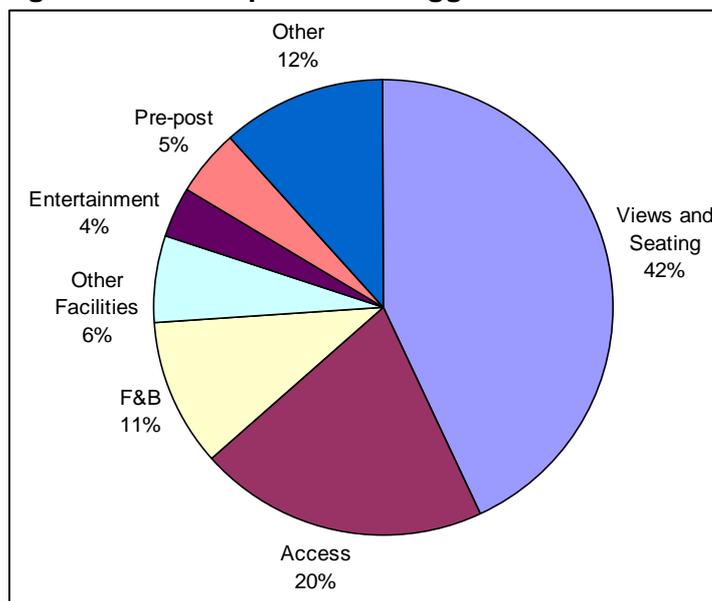
B. QUALITATIVE FEEDBACK RESULTS

B1 SUGGESTIONS ON THE ORGANISATION OF THE EVENT

For the purpose of our analysis, respondent suggestions from all surveys (including Hamilton residents, visitors, corporates, sponsors, media and teams) have been collated and analysed together.

Respondents were asked for suggestions on the organisation of the event. Figure B1 summarises the number of responses in relation to viewing opportunities, access to, within and from the event, food and beverage facilities, other visitor facilities, visitor entertainment and pre- and post-event organisation.

Figure B1 Respondents Suggestions on Event Organisation



(Source: Horwath HTL Limited)

Suggestions from respondents have been summarised below:

i. Spectator Views and Seating

Approximately 42% of respondents commented on spectator views and seating.

Respondents indicated that viewing opportunities were compromised, with respondents having to watch the race on the TV screen. Respondents also indicated that seating availability for GA ticket holders was limited. Suggestions to improve viewing opportunities and seating include:

- increasing the number of GA stands and larger viewing areas
- incorporating terraced seating for all ticket holders (improve views for children especially)

- increasing the number of TV screens covering the race. Raising the TV screens higher to improve views of the track
- increase number of grandstand seats starting from the barrier, as visitor flows near the barrier blocked views for seated spectators
- enhance viewing opportunities by incorporating TV screens in the blocked off areas so that visitors may see the race while moving from one area to another
- incorporate a seating plan so spectators know where to go and may be ensured of value for ticket price
- better location of stadium grandstand to maximize viewing opportunities
- more space between seats with wider aisle space
- increase the number of embankments to enables better views for standing spectators

ii. Accessibility to, within and from the event

Approximately 20% of respondents commented on accessibility to, within and from the event.

Respondents indicated that access to, within and from the event was not efficient, with a number of “bottlenecks” slowing visitor movement between event areas. Suggestions to improve access to and from the event (including bus services) and visitor flows include:

- putting up more user friendly maps with matching locations to those indicated online
- better wheelchair access
- increase the frequency of buses and improve routes to access all sections of the track
- provide a shuttle bus to the track from the drop point of park’n’ride buses, too long a walk for children
- widen the walkway beside the tennis club to increase visitor flows
- provide walkways around the circuit for spectators to walk
- access near the bridge needs to wider and round stairway could be wider

iii. Food and Beverage

Approximately 11% of respondents commented on food and beverage facilities and services at the event.

Suggestions on improving food and beverage facilities and services include:

- Increase signage for food and beverage areas
- tighter controls on the sale of alcohol, particularly to intoxicated people

- increase the number of food stalls throughout the area, particular at the outer grandstands
- allow admission of non commercial food and beverage, particularly in the case of children. Non-commercial food would also reduce the queues and waiting time for food and beverage
- increase healthy food options and provide a range of food and beverage options at all food and beverage outlets (eg: subway, Hells Pizza, etc)
- reduce the markup on food and beverage to increase value for money (food and beverage was indicated as exorbitant by many respondents, particularly as non-commercial food was not allowed within the event area)
- provide more variety of food and beverage in the corporate tents
- provide picnic areas for families and allow food and beverage for the same.

iv. Other Visitor Facilities

Approximately 6% of respondents commented on other visitor facilities.

Suggestions on improving visitor facilities include:

- Increase the number of spectator seats for all categories and provide wider seats with more space between seats and rows
- increase the number and spread of toilets throughout the event
- more ticket counters to avoid long queues and waiting times for pre-paid ticket collection as well as onsite ticket purchasing
- more covered seating area at food and beverage areas for visitors, particularly given that the event was set during winter
- provide specific areas to feed / change infants and toddlers
- increased private parking areas and better access to the event
- more ticket security measures to decrease the number of visitors without tickets viewing the event
- provide more signage to all areas including stands, food and beverage, tracks, pit area, toilets, entry, exit, etc

v. Visitor Entertainment and Merchandise

Approximately 4% of respondents commented on visitor entertainment and merchandise.

Suggestions on improving visitor entertainment and merchandise availability include:

- Longer racing periods
- improved and more entertainment between races

- decrease end of day entertainment and increase Hamilton CBD entertainment as it promotes visitors to use Hamilton restaurants, bar and other facilities
- separate kids area from other entertainment areas (eg: Ms. Hamilton 400, Dewalt powertool contest, etc)
- include more variety and range of cars in fill in car races, ie the event only featured modern cars
- more merchandise availability and increase points of sale for spectators.

vi. Pre- and Post-Event Arrangements

Approximately 5% of respondents commented on pre- and post-event arrangements.

Suggestions on improving pre- and post-event arrangements include:

- more economically priced tickets. Incorporate more marketing during the sale of tickets
- improve pre-event advertisement and signage around Hamilton (eg: at the university, on buses, etc)
- improved information on ticket classifications and entitlements (eg: food and beverage, etc) pre-event to improve the organisation efficiency
- provide maps prior to the event with marked out seating areas by ticket category with details on access routes
- quicker pack-in and pack-out time to reduce inconvenience to residents and improve travel to and from Frankton business district
- inform Hamilton residents early on about road closures
- more advertising of accommodation facilities in Hamilton
- work with accommodation, restaurant and bar facilities before the event to increase the number of visitors staying in Hamilton
- increase the number and availability of race programmes prior to the event with possibly uploading a programme onto the internet for visitors to choose when they would like to attend
- advertising and signage should be appropriately placed to provide the best track view possible for spectators
- improve information on bus services online prior to the event (eg: costs, location of pick up and drop, maps, etc)
- provision for more accommodation for visitors
- provide wheelchair access to all areas.

B2 SUGGESTIONS ON HAMILTON AS THE HOST OF THE EVENT

For the purpose of our analysis, respondent suggestions from all surveys (including Hamilton residents, visitors, corporates, sponsors, media and teams) have been collated and analysed together.

Respondents were asked for suggestions in relation to the organisation of Hamilton as the host of the event. Figure B2 summarises the number of responses in relation to access and signage, pre- and post-event organisation, specific event related organisation and other Hamilton facilities (including accommodation, restaurants and bars).

Suggestions from respondents have been summarised below:

i. Access and Signage

Approximately 9% of respondents commented on access and signage. Suggestions from respondents to improve access to and from the event, and signage are summarised below.

- Increase signage to the event, provide additional signage to other parts of Hamilton for visitors
- Provide more access points to the event
- Secure shutting down of streets used for access to restaurants resulted in most restaurants and bars losing normal business as well as incremental business. Increase security but limit shutting down of streets with existing visitor facilities and services (eg: restaurants and bars)
- Provide additional bus services, frequency and pick up points to and from the city

ii. Pre- and post-event organisation

Approximately 10% of respondents commented on pre- and post-event organisation. Suggestions from respondents to improve pre- and post-event organisation are summarised below.

- Increase promotion of events in Hamilton CBD to increase attendance of visitors after the event
- Promote existing restaurants and bars on website as well as at the event to increase visitor attendance to the same
- Provide access and promote the full city instead of focus only on the south end
- Improved access for pedestrians and cyclists in the weeks leading up to the event

- Pre-event marketing predicted significant number of proposed visitors and a requirement for additional hospitality during the event. As a result visitors, and corporates in particular, refrained from using commercial hospitality after the event in anticipation of excessive crowding. Respondents suggested pre-event marketing to limit the extent of predictions as it impacts visitors' perception on utilising commercial hospitality after the event.
- Increase advertising and availability of car parking facilities
- Improve track infrastructure at Hamilton west to improve commuting time
- Post event clean-up time needs to improved to limit disruption to resident commuters
- Increase pre event marketing on other activities and attractions in Hamilton for visitors to undertake during their stay
- Negative media coverage (eg: potential crowds, etc) before and during the event resulted in visitors exiting the city immediately after the race instead of utilising commercial facilities (eg: restaurants, bars and nightclubs)

iii. Event Related Suggestions

Approximately 10% of respondents commented on event related organisation. Suggestions from respondents in relation to event organisation are summarised below.

- Event ticket prices and food and beverage costs were not economical and therefore potential for visitors to spend in Hamilton but not at the event was limited
- Increase security around the track to ensure all spectators pay to view the race (spectators seen on top of buildings and on barriers)
- Provide more entertainment outside the track area for visitors
- Increase presence of Frankton in the event to draw visitors into town after the event (eg: after race carnival, etc)
- Increase entertainment and activity options for visitors before and after the event
- Provide more disabled facilities
- Fencing of entertainment area deterred a number of visitors from accessing restaurants and bars
- Increase local involvement by providing free entertainment in Victoria Street instead of only ticket holders
- Increase the number of cash stands at the event and in the city after the event

iv. Other Hamilton Facilities

Nearly 5% of respondents commented on other Hamilton facilities (including security, accommodation, restaurants, bars and clubs). Suggestions from respondents in relation to the organisation of other Hamilton facilities are summarised below.

- door charges to bars and clubs as a premium related to the event resulted in a number of visitors refraining from using these facilities
- increase security instead of closing the town to locals who would have visited restaurants and bars
- restaurants and bars could increase their marketing and provide flyers, menus and discounts to attract spectators after the event
- accommodation, food and beverage prices were not economical and is likely to have deterred a number of potential patrons
- provision of more accommodation facilities
- some accommodation providers required a minimum 4 night stay which resulted in some visitors not staying in Hamilton

Over 65% of respondents provided positive feedback on the organisation of Hamilton as the host city for the event.

B3 PERCEPTION OF HAMILTON AS A PLACE TO VISIT PRIOR TO THE EVENT

For the purpose of our analysis, respondent suggestions from all surveys (including Hamilton residents, visitors, corporates, sponsors, media and teams) have been collated and analysed together.

Respondents were asked for their perception of Hamilton as a place to visit prior to the event. Respondents' perceptions are summarised below:

Positive Perceptions	Negative Perceptions
<ul style="list-style-type: none"> ▪ good place to visit ▪ good parks and range of restaurants ▪ good getaway destination from Auckland ▪ pleasant and relatively quiet city ▪ good nightlife ▪ well laid out city with a progressive city council ▪ Hamilton gardens are a great asset to the city ▪ easy to get around and find way around ▪ good shopping ▪ not too over populated ▪ good variety of accommodation ▪ friendly people ▪ good parking ▪ clean and tidy ▪ better than people say ▪ good for the rugby ▪ nice with the river ▪ relaxed ▪ great city for events ▪ positive make over to a more modern city ▪ centrally located with close proximity to other destinations ▪ great city to live in 	<ul style="list-style-type: none"> ▪ not many visitor attractions and activities compared to other destinations ▪ does not cater to outdoor activities compared to Rotorua and Taupo ▪ city appears tired in suburbs ▪ dull and foggy ▪ boring and not much appeal ▪ just another city

B4 PERCEPTION OF HAMILTON AS A PLACE TO VISIT AFTER ATTENDING THE EVENT

Positive Perceptions	Negative Perceptions
<ul style="list-style-type: none"> ▪ much better than I thought ▪ very friendly people ▪ impressed with the city's ability to host such a huge event ▪ very nice place ▪ a forward thinking city council ▪ great public transport ▪ easy to get around ▪ very clean and tidy ▪ exceeded the expectations ▪ great community environment ▪ Hamilton can have a life and an atmosphere ▪ an ideal major events city ▪ vibrant ▪ modern city ▪ good facilities and accommodation ▪ city of the future ▪ more shops bars and cafes available ▪ great bus service ▪ great with the airport in Hamilton ▪ easy access for all visitors ▪ no changes still a great city ▪ great customer service ▪ Hamilton has something to offer to everyone ▪ it is worth a visit ▪ even better ▪ great nightlife ▪ a much more happening place ▪ the infrastructure has improved ▪ great organisation of the event with the whole city and council involved ▪ will visit Hamilton again ▪ better but still behind Auckland ▪ great layout of township ▪ could be a choice to live in the future 	<ul style="list-style-type: none"> ▪ traffic is still bad ▪ still the same boring city