

Economic Impact of Visa Wellington on a Plate 2012



[Executive Summary](#)

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Executive Summary

Visa Wellington on a Plate (VWOAP) is Wellington's largest culinary event. It enhances the region's claim to be New Zealand's cuisine capital by showcasing its restaurants and local foods. VWOAP has also strengthened local supplier relationships and supported the development of the food and beverage sector in Wellington.

The Festival runs for just under two weeks at the start of August, filling a gap in the region's event calendar during a slow period for the hospitality industry.

This year saw the highest participation by restaurants and events with 108 restaurants and 106 events putting on special food offers and food related events across the Wellington Region. *Participating Dine Partner meal with regional wine*

Both Festival Event and Dine Wellington partners rated the Festival as a success, with Dine Wellington Partners averaging a 21 percent increase in turnover, and Festival Events netting \$808,677 in ticket sales.

Attendance was also strong, with an estimated 20,470 unique Festival-goers. This year's numbers do not account for attendance at free events, such as the Moore Wilson Food Heroes Day, which an estimated 5,000 people attended. This year saw a higher proportion of attendees from outside the region.

The actual number people visiting from outside of the region, up 32 percent on last year. The majority of Festival-goers were from the Wellington CBD (74 percent), followed by the Wider Wellington Region (20 percent or 4,153 people) and outside of the region (six percent or 1,160 people).

A major factor in the increased economic impact this year is that Festival-goers are on average going to more restaurants and events and spending twice as much as last year.

Festival Impact on the Wellington Region

The Festival had a significant economic impact on the Wellington Region's economy in relation to GDP and employment. The Table below shows the economic impact of the Festival on the Wellington Region.

WOAP EIA	Direct	Total
Output (\$000)	1,414	2,475
GDP (\$000)	388	655
Employment (FTEs)	11	14

Source: BERL

The direct spending of the 1,160 people who attended the Festival from outside of Wellington Region was 1.41 million. This expenditure generated \$655,000 in GDP and created employment for 14 full-time equivalents (FTEs) for one year.

The Festival's contribution to both GDP and employment has increased by 49 percent on last year.

Festival Impact on the Wellington City

The Table below shows the economic impact of the Festival on the Wellington City.

WOAP EIA	Direct	Total
Output (\$000)	3,168	5,494
GDP (\$000)	1,191	2,075
Employment (FTEs)	32	41

Source: BERL

The direct spending of the 4,153 people who attended the Festival from outside of Wellington City was 3.17 million. This expenditure generated \$2.08 million in GDP and created employment for 41 FTEs for one year.

Of all Festival-goers, the vast majority (91 percent) believe the Festival was successful and are keen to attend again next year.

Now in its fourth year, VWOAP continues to grow and improve. In terms of awareness and economic impact, it is gaining on iconic events in Wellington City as shown in the following table.

Event	Expenditure (\$m) Wellington City	Years running
New Zealand International Arts Festival	56.0	26 (biennial)
WOW	15.1	8
Sevens	15.6	12
VWOAP	5.5	4

Source: Wellington City Council, BERL

Wider Benefits

As well as contributing to GDP and employment in Wellington, VWOAP delivers intangible benefits, such as its ability to:

- initiate and strengthen cooperation and collaboration between restaurants, event organisers and local food producers and suppliers;
- encourage visitors to the region and support businesses through a quiet period; and
- position Wellington as the cultural and cuisine capital of New Zealand, attracting significant media attention and generating positive responses from visitors.

In regards to VWOAP's role in initiating and strengthening relationships with local suppliers, 36 percent of Dine Partners are using new local suppliers and 53 percent have strengthened existing relationships with suppliers.

For Events, 38 percent of Event Partners had developed new or strengthened existing relationships with local suppliers due to the Festival.

In regards to the Festival supporting the Region during a slow period of time, 86 percent of Festival-goers believe it fills a lull period in Wellington's event calendar and average revenues for participating restaurants are up on average 21 percent during the Festival.

VWOAP also provides extensive media coverage of the Festival to audiences across both New Zealand and Australia. Media generated as a result of VWOAP was valued at \$1 million. On top of this, 50 percent of Dine Partners received individual media attention and just over half of all Event Partners received media enquiries as a result of participating in the Festival

The Festival has also been successful in promoting the Wellington Region's Food and Beverage Sector. The majority of Dine Partners (94 percent) rated the Festival either as Successful or Very Successful. Similarly, 88 percent of Festival Event Partners rated the Festival as a success or very successful in raising Wellington's Food and Beverage profile.

Therefore, as well as attracting visitors to the region VWOAP delivers wider benefits, such as raising the region's reputation as the culinary capital of New Zealand and connecting and encouraging Wellington's food suppliers with the hospitality industry, providing real, sustainable benefits to the Wellington Region.

Methodology

This year saw a significant increase in respondents to the audience survey, with over four times as many respondents as last year. In particular this provides much higher confidence in the out of region visitor analysis.