

NW200 Economic Impact	8 August 2017
To: The Leisure and Development Committee For Information	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating our Economy and Contributing to Prosperity
Outcome	Promoting the Borough as an attractive place to live, work, invest and visit
Lead Officer	Director of Leisure and Development Head of Tourism and Recreation
Cost: (If applicable)	N/A

The purpose of this report is to provide Members with the outcome of the Event Evaluation carried out by Sheffield Hallam University during the NW200.

In March 2017 Council agreed to have an external event evaluation carried out for both events to which Council contributes through funding and the provision of additional resources, and those which are run internally by Council's own Events Team.

The aim of this work was to first, estimate the additional expenditure generated in the local economy (determined as the Causeway Coast and Glens Borough Council area) as a result of the event, and second, to assess the visitor satisfaction with and their perceptions of various aspects of hosting the event in Causeway Coast and Glens.

The decision was made to prioritise two events in 2017, the Lammas Fair and the NW200 based upon visitor numbers and their potential economic contribution to the local economy.

Three Expressions of Interest were received within the requested time, with Sheffield Hallam University providing the successful bid.

The key headlines of the report are;

- The Economic Impact attributable to event specific spectators across the week was at least £9.80m with an additional £0.28m of expenditure by local residents living within Causeway Coast and Glens.
- The overall perception of the event was very positive. The vast majority (96%) believed that the NW200 presents a positive image of the Borough and 92% felt that the Council should continue to host and support major sporting events.

The full report produced can be found at **ANNEX A**.

The future funding of the event along with resource provision will be considered later in the year.



ECONOMIC IMPACT STUDY

International North West 200

2017

DRAFT REPORT

Submitted to:

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Director (Leisure and Development)
Causeway Coast & Glens Borough Council



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June 2017

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EXECUTIVE SUMMARY

This report presents the key findings from research undertaken at the 2017 NW200 hosted from the 7th to the 13th May with a sample of 1,219 spectators. The surveys undertaken at the 2017 NW200 outlined that the event is an important part of the Causeway Coast and Glens sporting calendar, both in terms of economic impact activity, economic importance and civic pride. The economic impact analysis in this report focuses on direct visitor expenditure from **spectators only** and provides an 'at least' figure. The overall economic impact figure is likely to be higher due to the expenditure activity of those people in the other groups (e.g. riders, team staff, volunteers, event officials, media etc.) being omitted. In addition, the organisational expenditure made by the event organisers is **not** part of this analysis.

ECONOMIC IMPACT OF SPECTATORS

The direct economic impact attributable to event-specific spectators to NW200 was **£9.80m** across the week of the event, of which **£9.10m** was spent in the Portrush, Portstewart and Coleraine area (i.e. in the direct vicinity of the race route). In addition to visitor expenditure, local residents living in the Causeway Coast and Glens spent a further of **£0.28m**, which although not part of the economic impact calculation, is part of the wider economic importance calculation.

PERCEPTIONS

Overall, spectators reported high levels of civic pride regarding the NW200 being held in the local area. For example, spectators were proud that the event was taking place in the Causeway Coast and Glens area (86%); the vast majority of respondents thought the NW200 presents a positive image of the Causeway Coast and Glens area (96%); and 92% felt that the Causeway Coast & Glens Council should continue to host and support major sporting events. The majority of visitors to the area would also return to the area for another NW200 in the future (97%). In addition, 95% of the sample rated the Causeway Coast & Glens area as a "very good" or "good" host venue for major events, and the overall rating of the Causeway Coast & Glens area as a visitor destination was 95% "good/very good".

CONCLUDING COMMENTS

Overall, the 2017 NW200 was a very positive event for the Causeway Coast and Glens area, both in terms of economic impact and perceptions of the event. High approximated spectator attendances from visitors, very positive attendee feedback about the event and a direct economic impact of **£9.80m** from spectators provide an evidence base to suggest that the NW200 had a favourable impact on the Causeway Coast and Glens area.

1. INTRODUCTION

This report presents the key findings emerging from research undertaken on the International North West 200 (referred herein as NW200) event from the 7th to the 13th May 2017. Organised by the Coleraine and District Motor Club Ltd and supported by Causeway Coast & Glens Borough Council, the NW200 is a flagship event in the Northern Ireland sporting calendar, hosted on a route taking in the sights around Portrush, Portstewart and Coleraine. The 2017 event included three days of action, with two race days on Thursday and Saturday, although the event week covered seven days of activity.

The research was commissioned by Causeway Coast & Glens Borough Council and conducted by the Sport Industry Research Centre (SIRC) at Sheffield Hallam University. The main purpose of the research was to calculate the direct economic impact of the event on Causeway Coast & Glens resulting from the additional expenditure by spectators only using the *eventIMPACTS* recommended approach.¹ Note that estimates of additional expenditure attributable to non-spectator groups such as teams/riders, officials, volunteers and media personnel is beyond the scope of this project, as is any spending by organisers on event infrastructure and consequently the findings presented in section 5 represent an *at least* position. For future years, looking to include such expenditure as part of a 'full study' to gather a wider understanding of event interaction could be a consideration for local stakeholders. The research also examined audience perceptions and awareness of different aspects of interest to event stakeholders - these findings are presented in section 6.

2. AIMS AND OBJECTIVES

The aims of this project were to first, conduct a programme of primary research in order to estimate the additional expenditure generated in the local economy (determined as the Causeway Coast & Glens Borough Council area) as a result of the area hosting the NW200 2017; and second, to assess spectator satisfaction with, and their perceptions of, various aspects of hosting the event in Causeway Coast & Glens. This aim would be met by achieving the following objectives:

- Conducting a questionnaire survey on a sample of approximately 500 spectators attending the event;
- Creating a database of the responses received using the Statistical Package for the Social Sciences (SPSS) so that the relevant analysis could be conducted on the data;
- Calculating the number of people attending the event who lived outside the Causeway Coast & Glens Borough Council area, and who were in the local economy specifically to attend the event;
- Calculating the number of commercial bed-nights generated in the local area in order to assess the impact made on hotels and guest houses by people not resident in Causeway Coast & Glens;
- Calculating the expenditure by non-residents related to their visits to Causeway Coast & Glens;

¹ <http://www.eventimpacts.com/impact-types/economic>

- Calculating the expenditure by residents of Causeway Coast & Glens (although this is not direct economic impact and is reported separately; and
- Assessing event perceptions and civic pride levels with a number of aspects of the event and the Causeway Coast & Glens in general for locals and visitors.

3. METHODOLOGY

The methodology employed in this research was that devised for UK Sport (by SIRC) originally in 1997 and revised over 125+ economic impact evaluations undertaken since the original framework. In order to calculate the additional expenditure in the Causeway Coast & Glens economy attributable to the event, the key interest group of spectators were surveyed using research instruments devised specifically for this purpose (see Appendix A). The primary research at the event involved eight stages:

1. Quantify the proportion of respondents who live in the host area and those who are from elsewhere;
2. Establish basic characteristics of visitors e.g. where they live and composition of the party;
3. Establish the proportion of people whose main reason for being in the host area is the event;
4. Determine the catchment area according to **locals** (Causeway Coast & Glens residents), and visitors;
5. Quantify the number of visitors staying overnight in the host area and the proportion of these making use of commercial accommodation;
6. Quantify how many nights those using commercial accommodation will stay in the host area and what this accommodation is costing per night;
7. Quantify for those staying overnight (commercially or otherwise) and day visitors, the daily spend in the local economy on six standard expenditure categories; and
8. Quantify what people have budgeted to spend in the host area and for how many people such expenditure is for.

The precise treatment of expenditure depending on its origin and destination is illustrated in Figure 1. Apart from the spending that originated from within each catchment area, the economic impact estimates also exclude spending by 'casual' visitors, that is, people whose attendance at NW200 was incidental to their visit to an area.

Figure 3.1: Expenditure by Geography

		<i>Destination of Expenditure</i>	
		Causeway Coast	
<i>Origin of Expenditure</i>	Causeway Coast & Glens	✘	
	Rest of Northern Ireland	✔	
	Rest of UK	✔	
	Overseas	✔	

For the purpose of this research the impact was calculated on the Causeway Coast & Glens area, hence, anyone living outside this area but visiting as a direct result of the event being staged in the area was eligible for inclusion in the economic impact calculations. Visits to the event by local people were recorded in order to calculate the "dead-weight" percentage. Although their expenditure is not included in the impact calculations, the extent of the expenditure by local residents has been included as part of a wider economic importance analysis.

4. SAMPLE

Face-to-face surveys were conducted on both race days of the event by the research team with spectators (aged 16 and over) using a self-completion questionnaire. Copies of the questionnaire used at the event can be found in Appendix A. Surveying over the weekend generated an overall usable spectator sample of **559**. In addition to this face-to-face surveying, the NW200 event organisers distributed an online survey to their 2017 email database for post-event completion which generated a further **660** usable responses, and thus an overall sample of **1,219**.

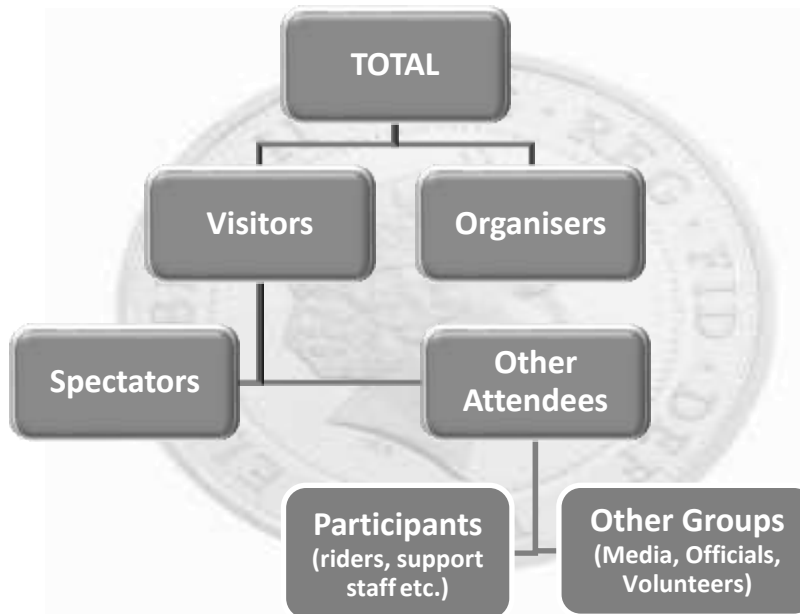
The free-to-view nature of parts of the NW200 route meant these areas were not ticketed, therefore the spectator numbers were derived from estimates by the NW200 team based on previous race years, which were supplemented (as a test of reasonableness) with photos of the crowds across the weekend and estimates taken by the research team at different times and locations on the route. The survey responses outlined that **17%** of the sample were residents in Causeway Coat & Glens and a small proportion of spectators (**5%**) were 'casual' visitors i.e. the NW200 was not the main reason for them being in the area during the event, it 'happened to be on' at the same time the remaining. This resulted in **78%** of the sample being visitors from outside the Causeway Coast and Glens area, and thus eligible for inclusion in the economic impact calculations.

5. ECONOMIC IMPACT

5.1. Overview

This component of the research examined the additional expenditure in the Causeway Coast and Glens area resulting from the spending attributable to hosting NW200 2017, generated from non-local, event-specific visitors to the area. Figure 5.1 outlines the groups eligible for inclusion for an economic impact assessment, although the detail underpinning these headline figures is presented for **spectators only**.

Figure 5.1: Economic impact - Eligible groups



5.2. Spectators

The spectator analysis comprises visitors to the Causeway Coast & Glens area (direct economic impact) and local residents (not direct impact, but contributing to the overall economic importance/activity).

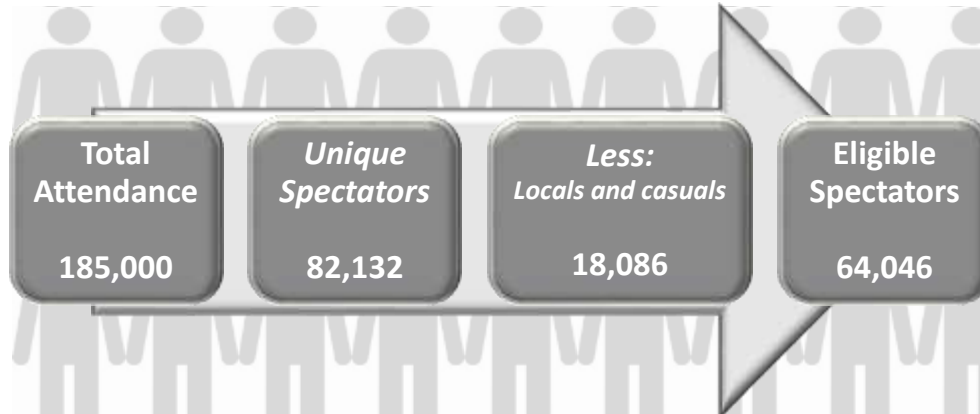
5.2.1. Spectator attendance

The NW200 is a well-attended but largely a "free-to-view" event, as outlined by the race director from the 2015 iteration² of the race "*there are up to 85,000 fans from home and abroad (visiting) over race week ... and between 50,000-70,000 on race day, depending on the weather, (with) only 5,000 paying customers in the grandstands*". Using this, and observations from the research team across the event days, we estimated some **185,000** spectator 'admissions' to the Causeway Coast area across the week of the 2017 NW200, although this is not **185,000** unique individuals as spectators move around to different vantage points on the free-to-view areas of the race route, and attend for more than one day. From the spectator responses, we calculated that spectators watched the event from an average of 1.23 locations on each day of the event, which means overall 'admissions' of **133,364**, and according to the

² <http://www.belfasttelegraph.co.uk/sport/motorcycling/northwest-200/nw200-running-at-a-loss-despite-huge-crowds-and-tv-reach-of-800-million-34678754.html>

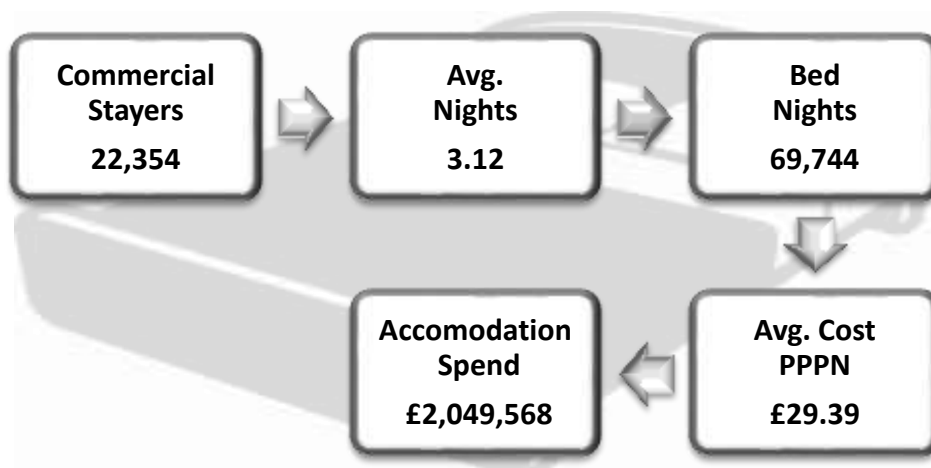
spectator survey, each person attended the event for an average of **1.83** days, meaning that these spectator admissions were generated by c. **82,132** different people. The spectator data outlined that a high proportion of admissions were made by visitors to the area, who were staying for longer and spending more money per head than in previous events in the area which have been evaluated using this methodology. Around **22%** of spectators were either normally resident in Causeway Coast and Glens (17%) or were not present in the area specifically to attend NW200 (5% casual visitors). Thus, the economic impact calculation is based on c. **64,046** event-specific visitors.

Figure 5.2: Derivation of 'eligible' spectators for the Causeway Coast and Glens area



Around **22,354** of the event-specific (eligible) visitors (35%) stayed overnight in paid accommodation in the area as part of their trip to watch the NW200, and the average trip length was **3.12 nights**, which is notable as the race days covered three days, which means spectators in commercial accommodation stayed in the local area for a longer duration due to the event, and this resulted in a greater level of expenditure. Taking into account their average duration of stay and the average accommodation cost per person per night (PPPN), Figure 5.3 illustrates that the associated revenue for accommodation providers in the Causeway Coast & Glens area amounted to c. **£2.05m**. It is worth noting that the average spend on accommodation (at **£29.39**) was due to a greater proportion of spectators making use of hotels/B&Bs at a higher rate per person per night (PPPN) than the PPPN cost for campsites/caravan parks.

Figure 5.3: Commercial bed-nights and accommodation spend in Causeway Coast & Glens



As shown in Figure 5.4, the average trip duration across all eligible visitors, including both overnight (commercial and non-commercial) stayers and day visitors, was **2.34** days / nights. Their average daily expenditure in Portrush, Coleraine and Portstewart on items other than accommodation (food and drink, shopping, local travel etc.) is estimated at around **£47** per person per day.

Figure 5.4: Types of eligible spectators and their trip duration

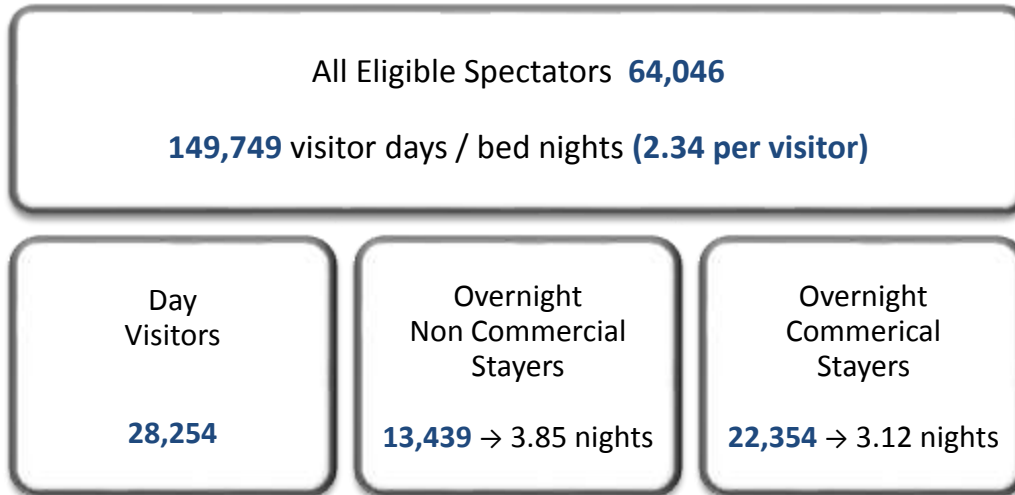


Figure 5.5 presents an itemised breakdown of the expenditure associated with event spectators.

Figure 5.5: Non-accommodation spend by eligible spectators



In aggregate terms, the expenditure by all eligible spectators on non-accommodation items amounted to **£7.05m**. Collectively, the total spending by eligible spectators on accommodation and other items represents additional expenditure in the Portrush, Portstewart and Coleraine area of **£9.10m** - see Figure 5.6.

In addition to this itemised breakdown, spectators from outside the Causeway Coast and Glens area estimated that they had additional expenditure of **£0.70m** in the wider Causeway Coast and Glens area (e.g. where spectators were staying in the host economy, but outside of the Portrush, Portstewart and Coleraine area) in addition to their expenditure in the Portrush, Portstewart and Coleraine area, as outlined above in Figure 5.5. Overall, non-residents visiting the Causeway Coast and Glens area had an event related expenditure of **£9.80m**.

5.2.2. Local spectators

Although not included in the economic impact calculations, expenditure by local residents is an important element to note as part of the wider context of the event. The spectator surveys outlined that the majority of spectators were from outside of the host economy and this was consistent across both the face-to-face surveys on the route and the online surveys with ticketholders.

Overall, an estimated **17,042** spectator admissions were calculated from **13,634** different people resident in the Causeway Coast and Glens area attended the event, and their average daily expenditure in the Causeway Coast and Glens area equates to an overall expenditure of **£0.28m**.

5.3. Economic importance

Figure 5.6 outlines the combined economic importance figure, adding the visitor expenditure with the local expenditure.

Figure 5.6: Total additional expenditure by spectators

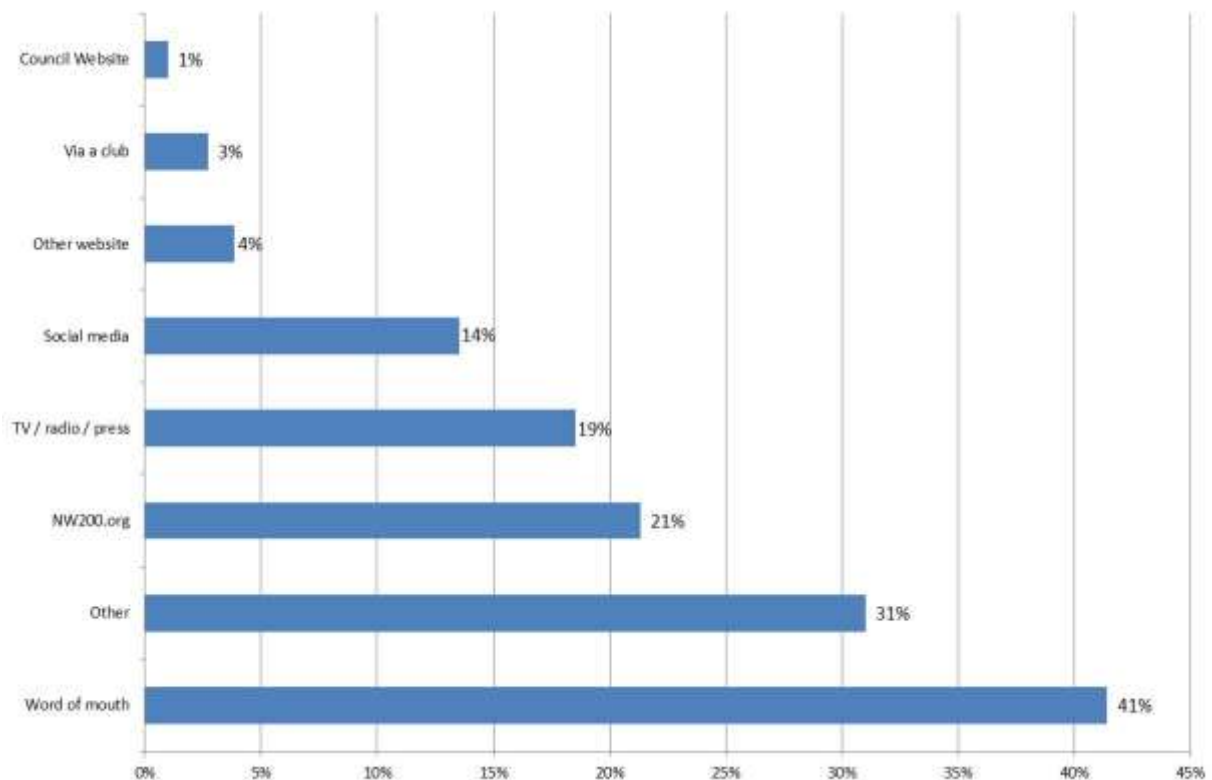
Group	£
Day Visitors	£817,723
Non Commercial Stayers	£2,528,980
Commercial Stayers	£5,754,467
<i>SUB-TOTAL (Portrush, Coleraine, Portstewart)</i>	£9,101,169
<i>Additional Expenditure in rest of CC&G</i>	£696,289
Economic Impact TOTAL	£9,797,458
<i>Local Expenditure</i>	£280,582
TOTAL (Impact and Importance)	£10,078,040

6. SPECTATOR PERCEPTIONS

6.1. Event Awareness

Figure 6.1 illustrates the ways in which respondents found out about the NW200 2017 taking place. 'Word of mouth' was the most popular source, cited by around 41% of the overall spectator sample and "other" followed at 31%, and this was largely 'local knowledge', 'been attending for years' and 'always come'. Facebook and Twitter were the two most popular social media outlet. The 'online' awareness varied between different sites, with the event website (21%) the most cited. Other websites (4%) and the Council website (1%) were cited less.

Figure 6.1: Awareness of the event



6.2. Civic Pride and Destination Image

The responses to the questions about civic pride, event enjoyment and the Causeway Coast and Glens area as a host venue for major events are presented in the following figures.

Figure 6.2 outlines the feelings about the area as a host venue for the NW200, Figure 6.3 outlines whether the NW200 presents a positive image and Figure 6.4 shows future intention to re-visit the area for a NW200 in the future.

Figure 6.2: I feel more positive towards the Causeway Coast & Glens area as the host of the International North West 200 event

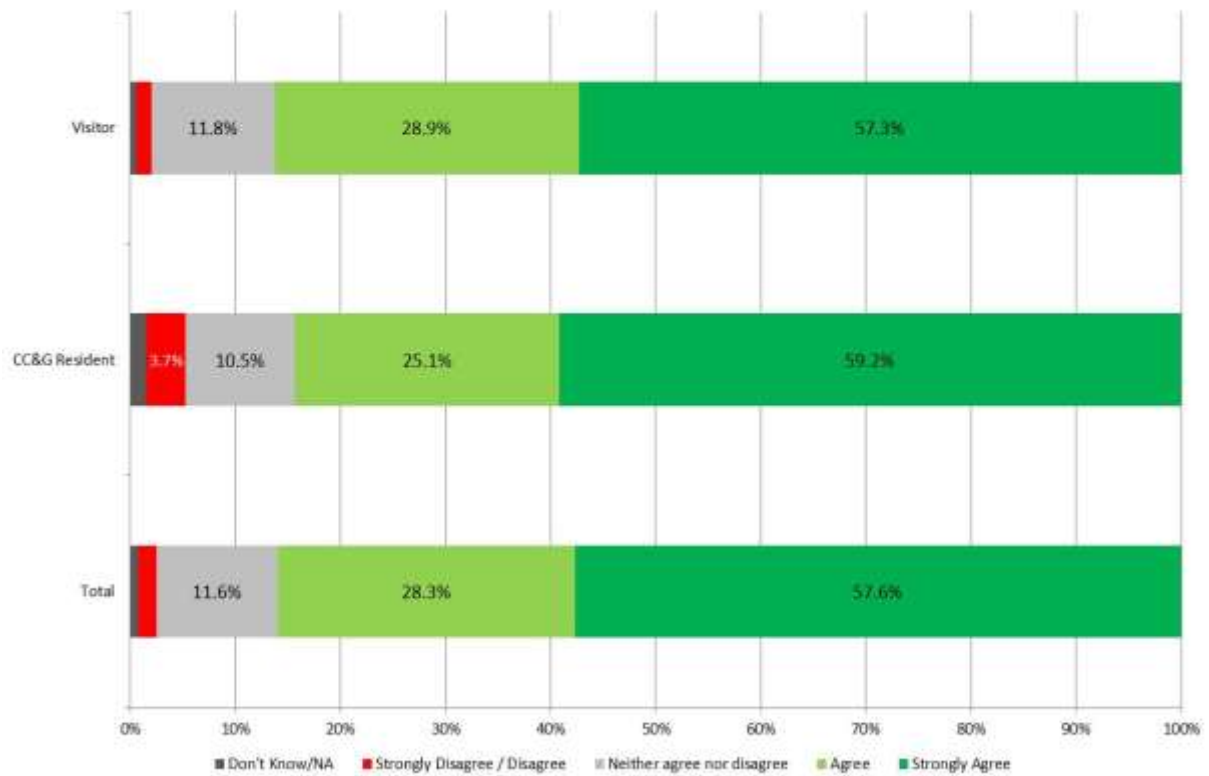


Figure 6.3: I feel that the NW200 presents a positive image of the Causeway Coast and Glens area

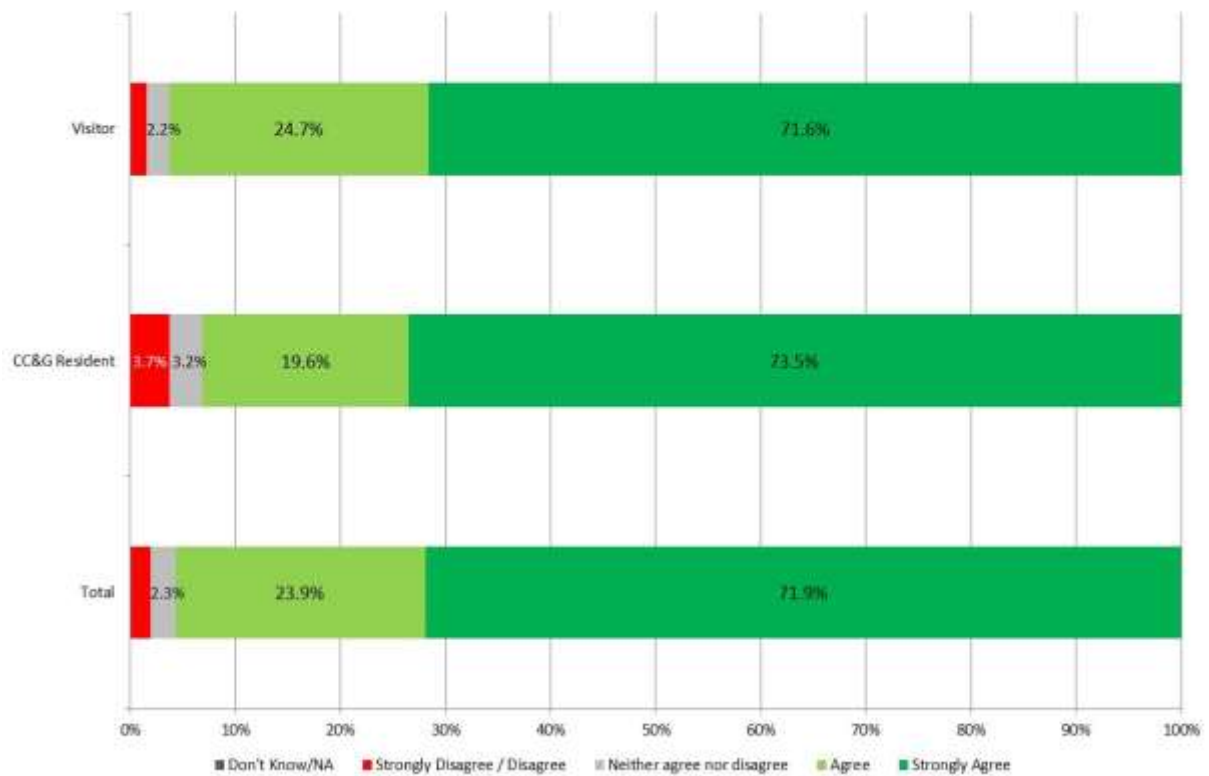
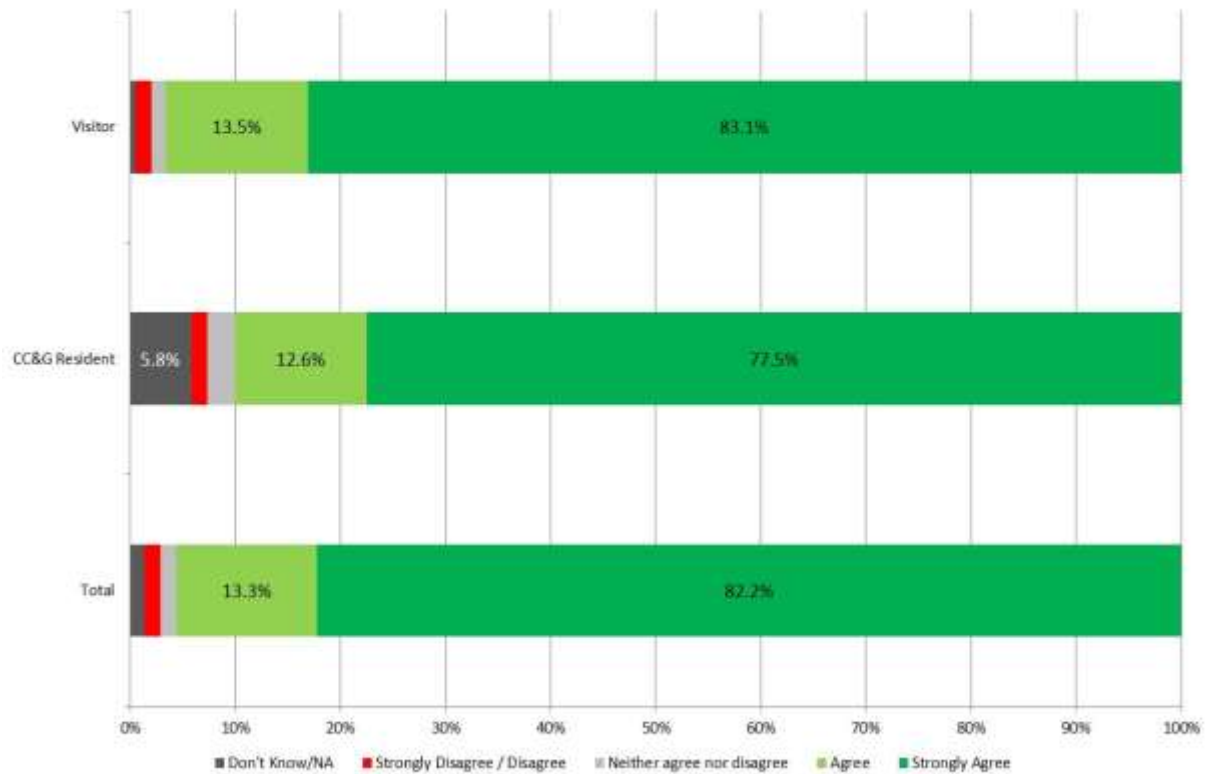


Figure 6.4: I would return to the area for another NW200 in the future



Overall, Figure 6.2 shows that the majority of spectators "agreed" or "strongly agreed" with the statement *"I feel more positive towards the Causeway Coast & Glens area as the host of the International North West 200 event"* (86%). Those visiting the Causeway Coast & Glens Council area reported a slightly enhanced positive attitude towards the area following their visit to the event (86%) compared to residents (85%) - see Figure 6.2.

Figure 6.3 outlines that the vast majority of respondents thought the NW200 presents a positive image of the Causeway Coast and Glens area (96%) which is very positive. Again, the majority of respondents would return to the area for another NW200 in the future (96%) - see Figure 6.4.

Figure 6.5 outlines that the desire to return to the area in the future for a short break/holiday in the future was high from the point of view of visitors (87%), with those respondents who are residents of CC&G less likely to holiday here, as they live there. In Figure 6.6, 97% of respondents stated that they "have enjoyed watching NW200 today/this week".

Figure 6.5: I would return to this area for a holiday/short break in the future

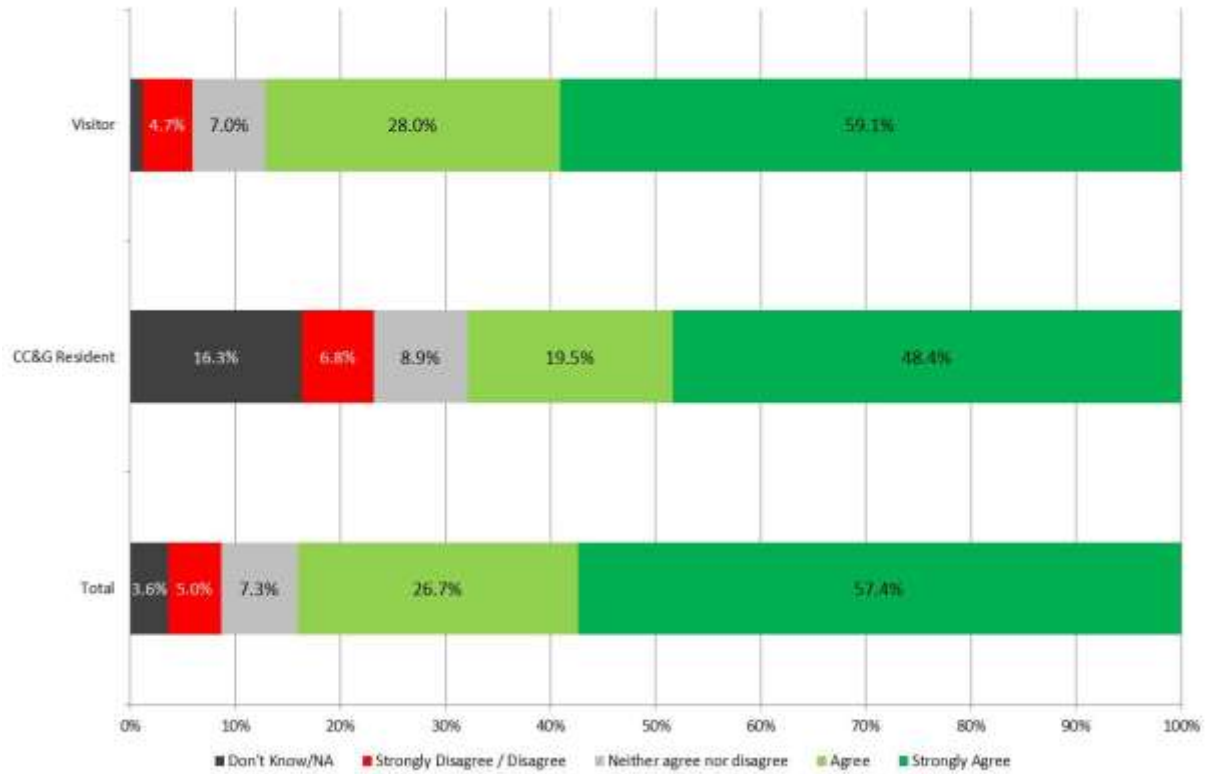
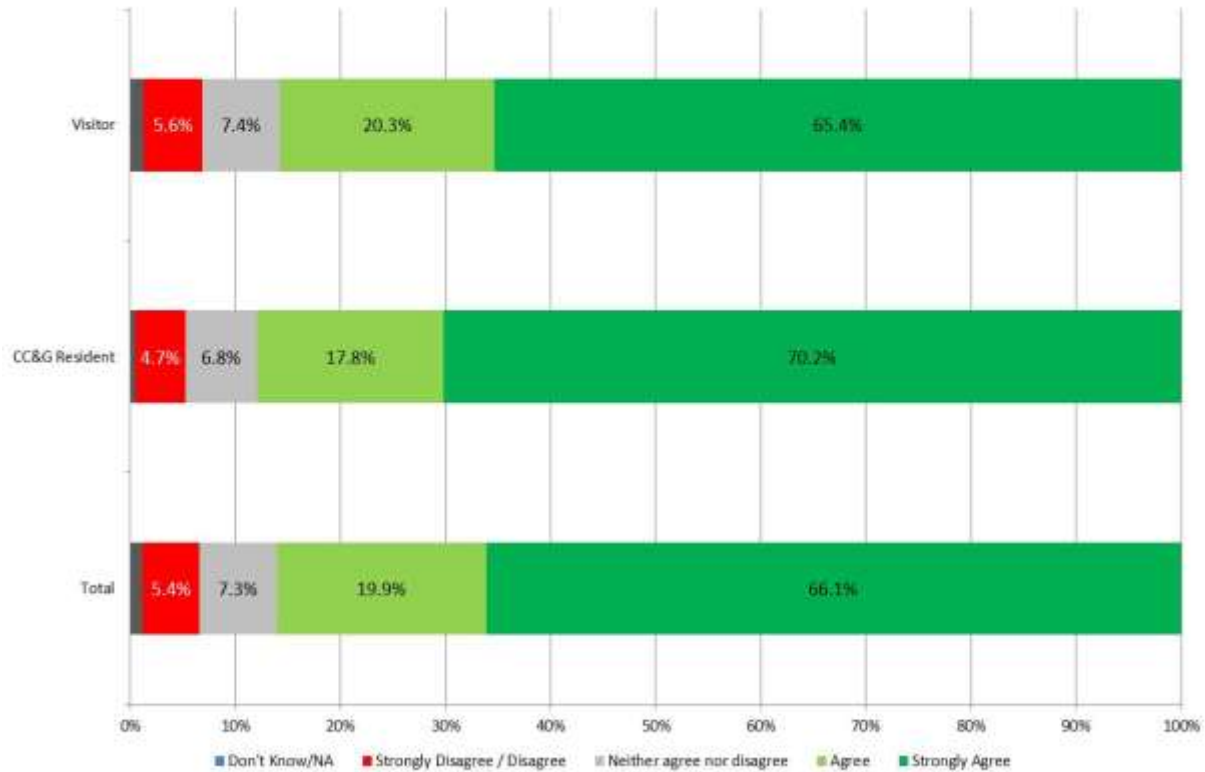


Figure 6.6: I have enjoyed watching NW200 today/this week



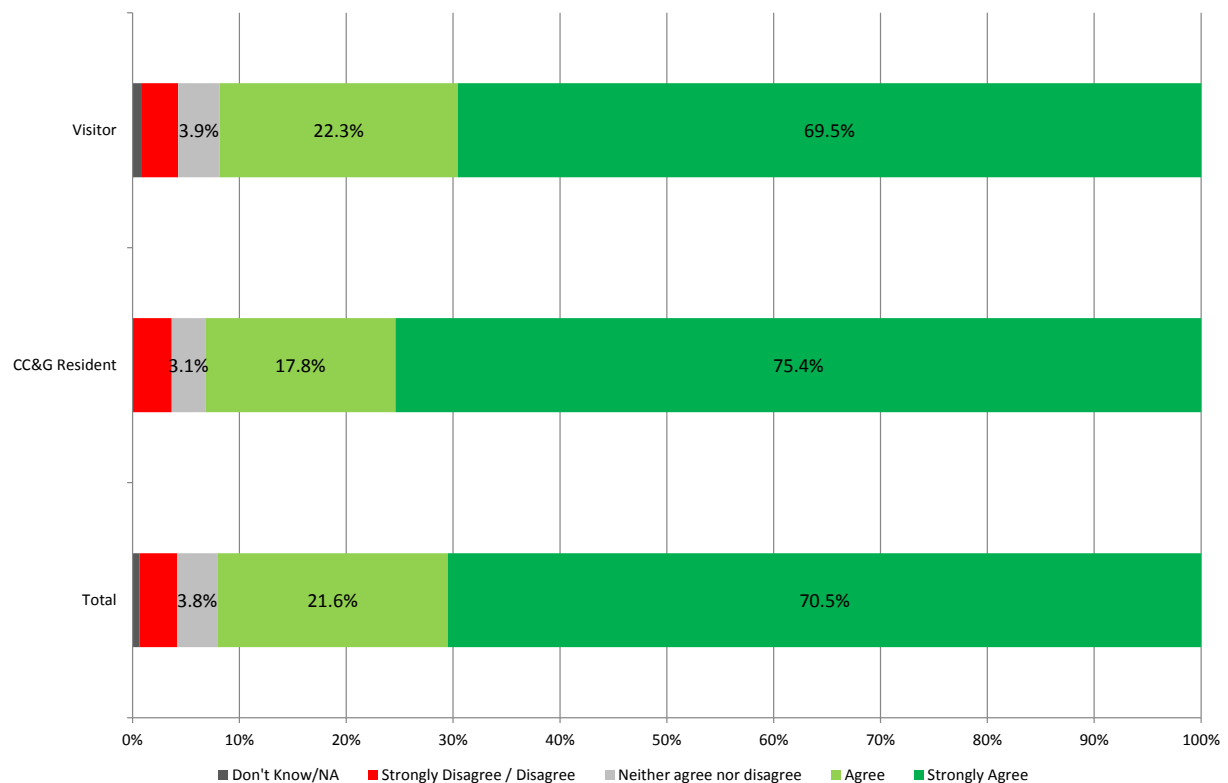
Overall, 86% of respondents were proud that the Causeway Coast & Glens area is hosting NW200, and this was marginally higher for CC&G residents (88%) - Figure 6.7.

Figure 6.7: I feel proud that the Causeway Coast & Glens area is hosting NW200



Finally in terms of civic pride, respondents were asked whether "Causeway Coast & Glens Council should continue to host and support major sporting events" with positive feedback. Overall 92% of the sample agreed with this statement, although this was marginally lower for visitors (92%) than residents (93%) - see Figure 6.8.

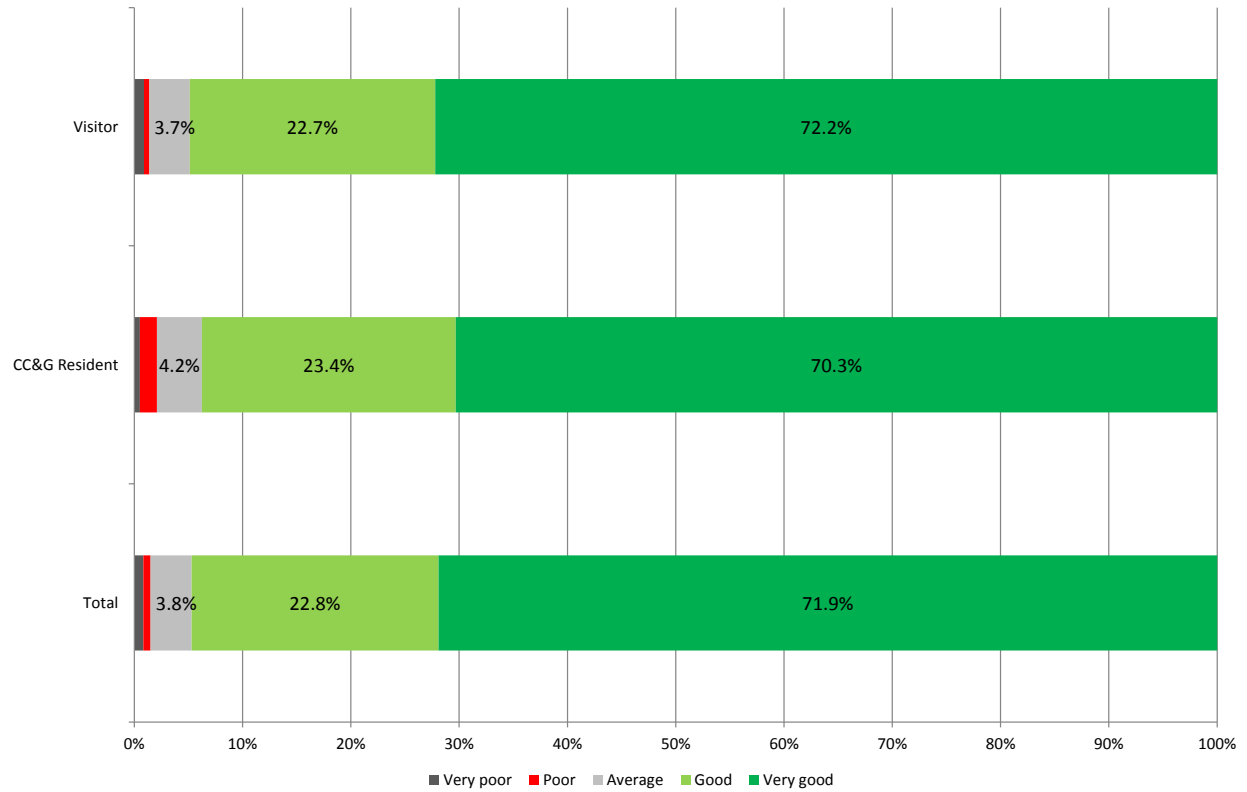
Figure 6.8: Causeway Coast & Glens Council should host and support major events



6.3. Spectator overall ratings

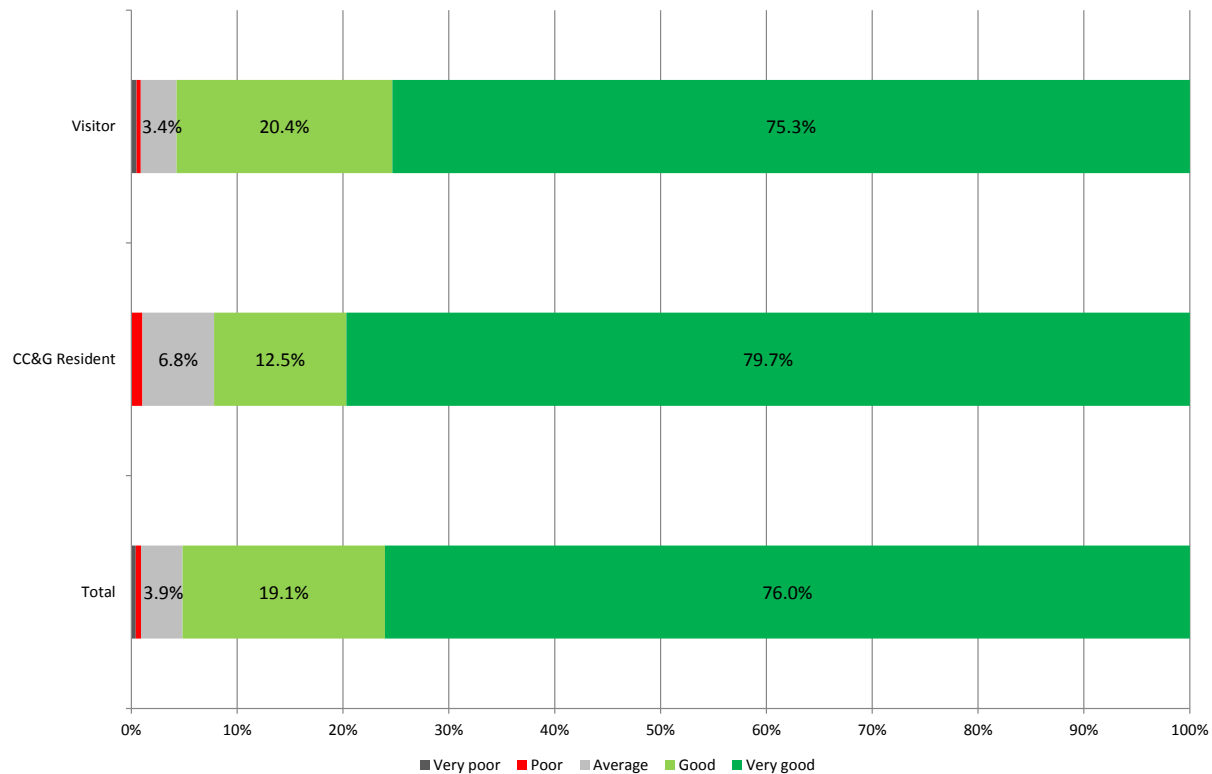
Overall ratings of the Causeway Coast & Glens area were asked of respondents, and are presented in Figures 6.9 and 6.10. First, as a host venue - see Figure 6.9, and second, as a visitor destination - see Figure 6.10.

Figure 6.9: The Causeway Coast & Glens area as a host venue for major events



Overall, 95% of the sample rated the Causeway Coast & Glens area as a "very good" (71.9%) or "good" (22.8%) host venue for major events, although visitors were marginally more favourable than residents (95% positive cf. 94%).

Figure 6.10: The Causeway Coast & Glens area as a visitor destination



The overall rating of the Causeway Coast & Glens area as a visitor destination was 95% "good/very good", which is very positive, and visitors to the area, again, had a slightly heightened view of the area to visit when compared to residents at 96% compared to 92% for residents.

7. FINAL COMMENTS

The 2017 NW200 in Causeway Coast & Glens was watched by an estimated **82,132** different spectators in the Causeway Coast & Glens area, **64,046** of whom are estimated to be from outside the Causeway Coast & Glens boundary and in the area specifically for the 2017 NW200. The survey sample of **1,219** outlined that a high proportion of spectators were from outside the host economy, and staying in the Causeway Coast and Glens area. The visitors staying in the host economy were more likely to be staying in commercial accommodation, and for a significant period of time (3.12 nights on average), which has contributed to generating a larger overall economic impact. Although the NW200 was only taking place (in terms of scheduled practice and race days) on three 'event days', the interaction with the local economy is over a greater number of days because a large proportion of visitors stayed in the local area on the "rest" days (particularly the Friday).

The event generated a direct economic impact from spectators of **£9.80m** for the Causeway Coast & Glens area as a result of the spending by non-local event attendees, **£9.10m** of which in the Portrush, Portstewart and Coleraine area. In addition, local people within the Causeway Coast & Glens boundary had an overall expenditure of **£0.28m** and, although this is not direct economic impact as it is not "new" money coming into the local economy, it is an important part of the local engagement with the event.

In addition to the people visiting Causeway Coast & Glens, other event attendees such as riders, team support staff, officials, volunteers and media personnel etc. were in attendance but this was not part of the economic impact evaluation. This additional activity means the overall impact figure for the whole programme of activity, not just the spectator expenditure, is likely to be higher, although it is not possible to quantify this without additional details for those additional groups. Any organisational expenditure is also not accounted for which has the potential to increase the impact, should this activity generate money from outside the Causeway Coast and Glens area, which is then spent in the host economy.

Perceptions of the NW200 event were very positive from both local residents and visitors, with high levels of civic pride reported and an appetite for future events to be held in the area. Finally, spectators scored the Causeway Coast & Glens area in a positive light in terms of being a host venue for major events and as a visitor destination (both 95%).

Steve Bullough
Girish Ramchandani
Richard Coleman

June 2017

APPENDIX A - SPECTATOR QUESTIONNAIRE



Causeway Coast & Glens Borough Council has commissioned this research to assess the economic impact and your perceptions of the 2017 International North West 200. We would be grateful if you could spare a few minutes to complete this questionnaire.



1. How did you find out about this event? *Mark all that apply*

- Via a club
 northwest200.org
 Word of mouth
 Social media *(please specify)* _____
 TV/radio/press
 Council website
 Other website
 Other *(please specify)* _____

2. Which of the following days have you attended or will you attend the International North West 200 event?

Mark all that apply

- Tuesday 9th May
 Thursday 11th May
 Saturday 13th May

3. From how many (and which) different locations have you, or do you plan to watch the North West 200 from?

Mark all that apply

- Locations on Tuesday 9th**
 Coleraine
 Portrush
 Portstewart
 Other *(please specify all)* _____

- Locations on Thursday 11th**
 Coleraine
 Portrush
 Portstewart
 Other *(please specify all)* _____

- Locations on Saturday 13th**
 Coleraine
 Portrush
 Portstewart
 Other *(please specify all)* _____

4. Which of the following best describes the MAIN REASON for you being here today?

- I am here specifically to attend the International North West 200
 Other *(please specify)* _____

5. Have you purchased tickets for any of the Grandstands, on any of the event days? *Mark all that apply*

- Tuesday 9th May
 Thursday 11th May
 Saturday 13th May

6. To what extent do you agree with the following statements about the International North West 200 event?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A / Don't Know
a. I feel more positive towards the Causeway Coast & Glens area as the host of the International North West 200 event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I feel that the NW200 presents a positive image of the Causeway Coast and Glens area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I would return to the area for another NW200 in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I would return to this area for a holiday/short break in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I have enjoyed watching NW200 today/this week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I feel proud that the Causeway Coast & Glens area is hosting NW200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Causeway Coast & Glens Council should host and support major events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How would you rate the following aspects?

	Very Good	Good	Average	Poor	Very Poor	Don't Know
a. The Causeway Coast & Glens area as a host venue for major events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The Causeway Coast & Glens area as a visitor destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



8. Do you live within the Causeway Coast & Glens Borough Council area (see grey area on the map)?

Yes No

8a. Which city / town / village best describes where you live, or live closest to?

9. For research purposes only, please provide your **FULL** home postcode. -

10. Including yourself, how many people are in your group? Adults Under 16's

11. Are you staying away from home at all during your visit? Yes (*Go to Q12*) No (*Go to Q17*)

12. If yes, where are you staying? Portrush Portstewart Coleraine
 Elsewhere in the Causeway Coast and Glens area Elsewhere in Northern Ireland
 Outside Northern Ireland

13. And is this? With Friends / Relatives (*Go to Q16*) Hotel / B&B / Rental Campsite
 Own Holiday Home Other (please specify) _____

14. How much (if anything) are you spending on accommodation per night? £ .00

15. Including yourself, how many people does this accommodation expenditure include?

16. For how many nights are you staying in this accommodation on this trip?

17. Approximately (to the nearest £), how much do you expect to spend per day in the Portrush, Portstewart and Coleraine area on the following items?

Food & Drink	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Event Merchandise / Programme	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00
Shopping / Souvenirs	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Entertainment / Attractions (e.g. cinema)	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00
Local Travel	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Other (e.g. petrol/parking)	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00

18. Approximately (to the nearest £), how much additional expenditure do you expect to spend per day in the Causeway Coast and Glens area OUTSIDE the Portrush, Portstewart and Coleraine area? £ .00

19. Including yourself, how many people does this expenditure include?

**A researcher will be along to collect your completed form in a moment.
 THANK YOU for your support and enjoy the rest of the event.**