



VAUXHALL
International
North West 200®



VAUXHALL
International 2017
North West 200®
Race Week 7th -13th May 2017





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NW200 Background

- Largest outdoor sporting event in Ireland.
- One of the premier motorcycle road races in the World.
- Attracts the World's best 100 motorcycle road racers.
- 88 years of road racing history
- Top speeds of over 200mph!





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A Brief History

- First race ran on 20th April 1929
- The race was run by the City of Derry over 200 miles
- Circuit moved to the Portrush - Portstewart - Coleraine triangle on public roads
- Original start at Magherabuoy





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The Early Days



Clip from the BBC NI Documentary "How the North West Was Won"

Reg Armstrong and Geoff Duke 1953



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1960's to the 1990's



John Williams 350cc, 500cc and 750cc
winner 1974



Joey Dunlop on course to his famous 1987 victories



Tom Herron in action in 1979



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90's to The Present Day



Philip McCallan wins an unprecedented five races



Robert Dunlop riding for Ducati in 1993



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90's to The Present Day



Michael Rutter makes history in 2005



Steve Plater celebrates his treble win in 2008



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90's to The Present Day



2017 Start Grid



2017 Michael Dunlop sets outright Lap Record!!



Team Saiger Racing in 2015



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Business Strategy

“To make the NW200 the must see event in the road racing calendar, globally”.

1. Give riders & visitors the ultimate road racing experience
2. Persuade visitors to stay a while and come back soon
3. To build a global audience
4. To secure the future of the event





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Benefits to Causeway Region

- 100,000 visitors per year with 20% coming from overseas
- Generates 60,000 Bednights over the Race Week Festival
- 2016 Economic Benefit = £6.2M
- Impact over the last 20 years in the region of £100M





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Combined Spend

- Total Visitor Spend = £4,761,600
- Total Participant Spend = £1,447,000
- **Total Combined Spend = £6,208,600**



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Media & Digital Profile in 2016

- 800M+ International Broadcasts
- £10.3M PR & Media Value
- 330K BBC NI Viewers
- 325K BBC Newsline
- 96K BBC iPlayer Views
- 15M Face Book Users
- 80K 'Likes' per month
- 2.7M Website Views



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Marketing Planner

- TV & Radio Editorial & Ads
- Direct Mailings
- Website
- Social Media
- Ezines
- PR Events
- Printed Advertising
- Media Competitions
- Trade Shows



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2017 Plans

- Attract new fans from home and abroad
- Increased media coverage – BBC National Network
- Promotion by Tourism NI & Tourism Ireland
- Race Week Festival with Causeway Coast & Glens BC
- Ulster University Collaboration



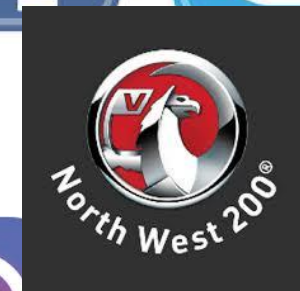


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NW200 & Ulster University

- NW200 Case Study
- Evaluation & Redesign of NW200 Website
- Social Media Assessment
- 'Dragon's Den' Presentation
- Mobile App Focus Group
- Snapchat & Instagram Team
- 2017 Official Event Partner





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Volunteers

- 800+ Volunteers
- Numerous roles.....
Marshalls, Flag Marshalls,
Course Set-up, Hospitality,
Administration
- Investing in Volunteers Award





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No
W²⁰⁰here
LIKE IT