



Air Festival Research 2009

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On Behalf Of:
Bournemouth Tourism

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Air Festival Research, 2009

1. Project Outline

To provide a comprehensive evaluation of the summer events programme in Bournemouth, this report provides data on the Air Festival.

To fully appreciate the total impact of the Air Festival in Bournemouth an evaluation of both social and economic factors has been undertaken.

This report provides an evaluation of:

- Survey visitors attending the event and a profile of visitors including:
 - a) Age, gender and socio-economic group breakdown
 - b) Interest in other events.
 - c) Changes in perceptions of Bournemouth as a result of the events.
 - d) An assessment of visitor satisfaction and experience.

- Economic data to show:
 - a) Estimates of visitor numbers to events by origin
 - b) The events contribution to the economy of the local area.
 - c) Visitor expenditure.
 - d) The total economic impact of the events.

2. The Market Research Group

The Market Research Group (MRG) is an independent market research agency based within Bournemouth University. We are a full service agency, with our trained staff giving us the ability to conduct desk research, quantitative and qualitative projects.

We specialise in providing market research and intelligence services to public sector organisations, and organisations within the academic, tourism and heritage sectors. The group has built up a wealth of unrivalled expertise, knowledge and benchmarking information in these sectors at a national, regional and local level.

We work in Partnership with our clients and focus on adding value at every stage of the research process together with a cost effective and flexible service. The Market Research Group is able to bring a considered and practical approach to research and offer innovative research solutions to maximum effect.

MRG adheres to the Market Research Society's (MRS) code of conduct and the Data Protection Act 1998, which ensures that both our clients and respondents are treated fairly.

3. Methodology

A questionnaire was produced by the MRG based on a short format self completion questionnaire (double sided A4 similar to the 2008 Air Festival questionnaire). The questionnaire was designed to provide:

- A) A profile of visitors including origin and demographic data.
- B) Ethnicity and disability.
- C) Age, gender and socio-economic group breakdown.
- D) Reason for visit to the area and influence of the event.
- E) Visitor expenditure.
- F) How people feel about the town and whether that has changed as a result of the festival.
- G) Distance and method of travel.
- H) Previous knowledge of the event and decision to visit / booking behaviour.
- I) Potential return visits, including the option for a ticketed event.
- J) Future events that would attract visitors to return.

200 questionnaires were undertaken face-to-face by MRG interviewers with 2,800 distributed with freepost envelopes for subsequent completion and return.

Of the 2,800 questionnaires distributed to visitors at the event some 669 were returned.

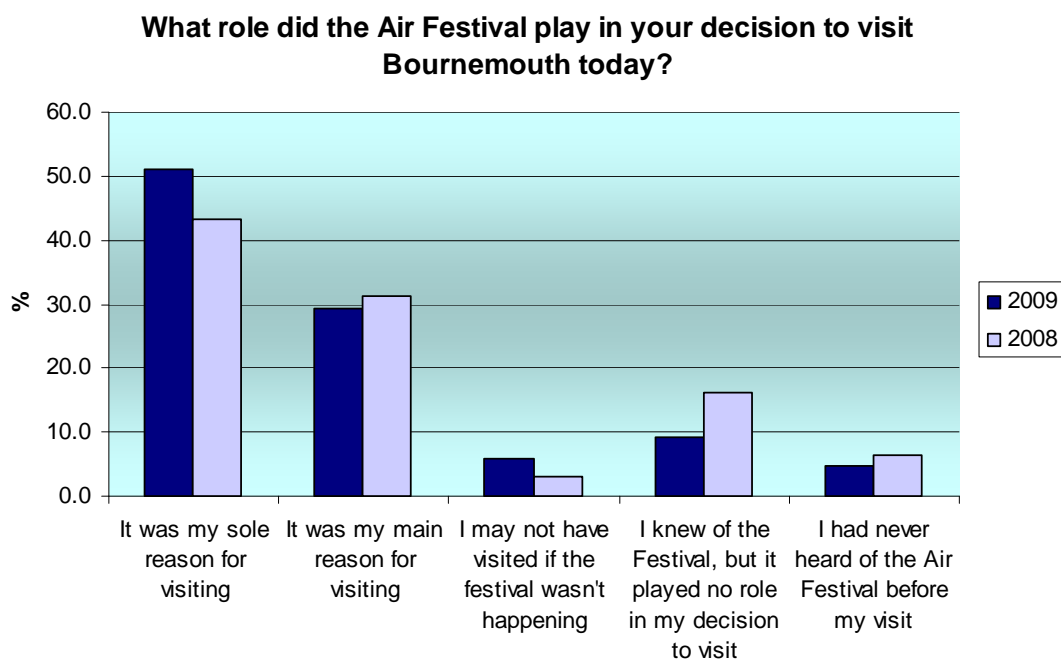
Therefore from the 3,000 questionnaires a sample size of 869 was achieved. Though confidence intervals cannot be calculated for this method of data gathering an indicative confidence interval would be $\pm 3.3\%$ at the 95% confidence level (i.e. there is only 1 chance in 20 of the margin of error contained within the results being greater than 3.3%).

Once questionnaires were returned to MRG they were scanned and open ended comments manually entered. To ensure data quality each data record produced when scanning was checked and a minimum of 5% of the records forming the final data file were randomly selected and both manually and statistically verified. A minimum of 10% of manually entered data produced for open ended comments was verified.

4. Results

In 2009 more 8% respondents came to Bournemouth solely for the Air Festival than in 2008. Overall respondents' reason for visiting Bournemouth was more likely to have been influenced by the Air Festival in 2009 (86%) than it was in 2008 (78%).

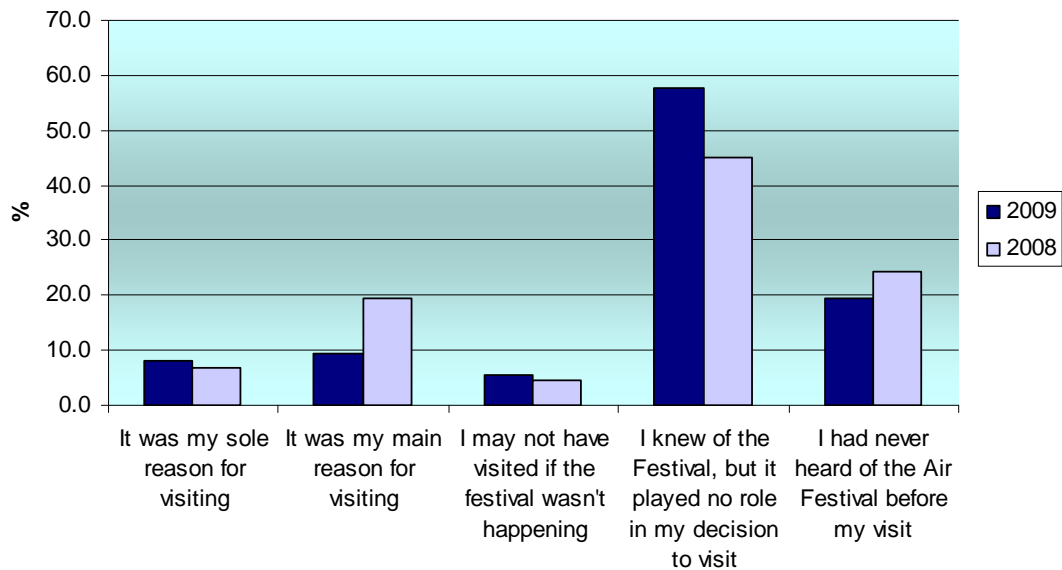
What role did the Air Festival play in your decision to visit Bournemouth today?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
It was my sole reason for visiting	431	51.1	189	43.3
It was my main reason for visiting	246	29.2	136	31.2
I may not have visited if the festival wasn't happening	49	5.8	13	3.0
I knew of the Festival, but it played no role in my decision to visit	77	9.1	70	16.1
I had never heard of the Air Festival before my visit	40	4.7	28	6.4
Total	843	100	436	100



In 2009 23% of respondents were influenced in their decision to visit as a result of the evening entertainment in 2008 this figure was 31%.

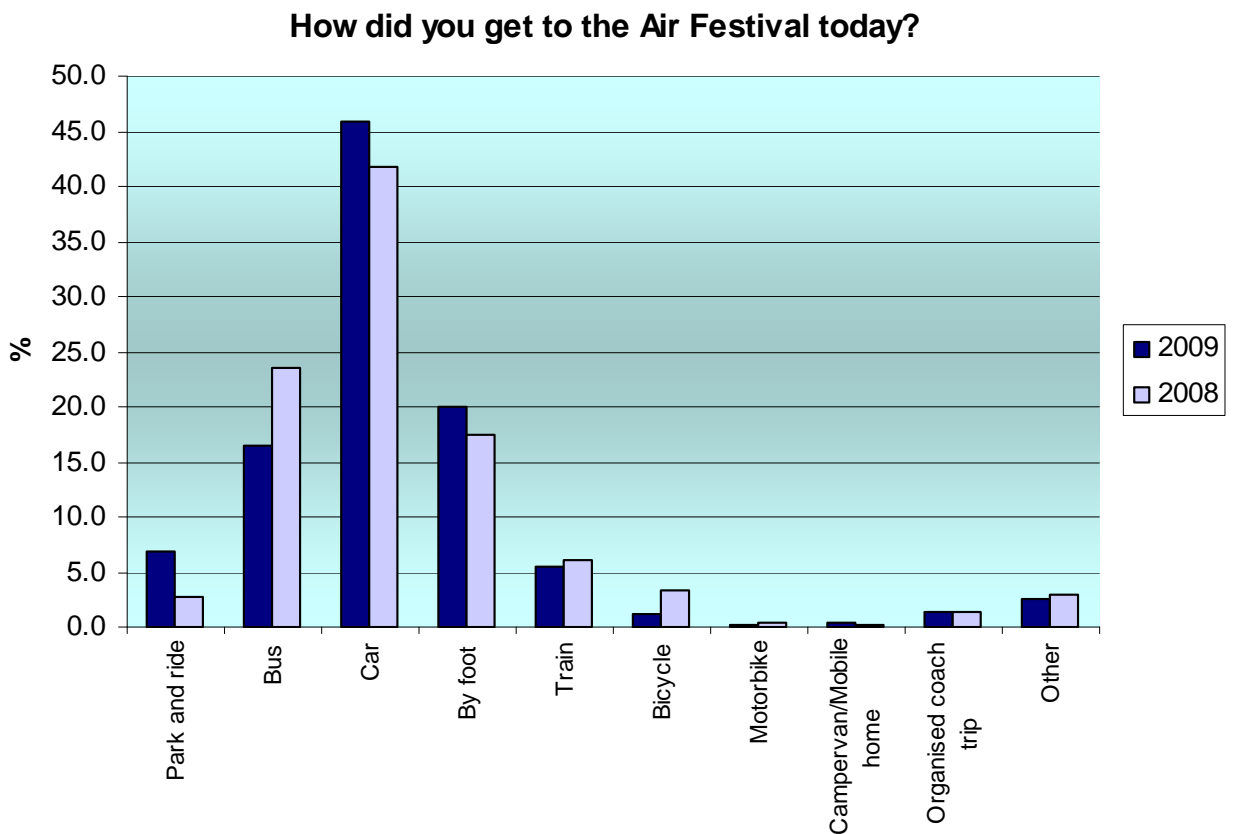
What role did the Evening Entertainment at the Air Festival play in your decision to visit Bournemouth today?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
It was my sole reason for visiting	65	8.1	26	6.7
It was my main reason for visiting	74	9.3	75	19.3
I may not have visited if the evening entertainment wasn't happening	44	5.5	18	4.6
I knew of the evening entertainment but it played no role in my decision	460	57.6	175	45.1
I had not heard of the evening entertainment before my visit	155	19.4	94	24.2
Total	798	100	388	100

What role did the Evening Entertainment at the Air Festival play in your decision to visit Bournemouth today?



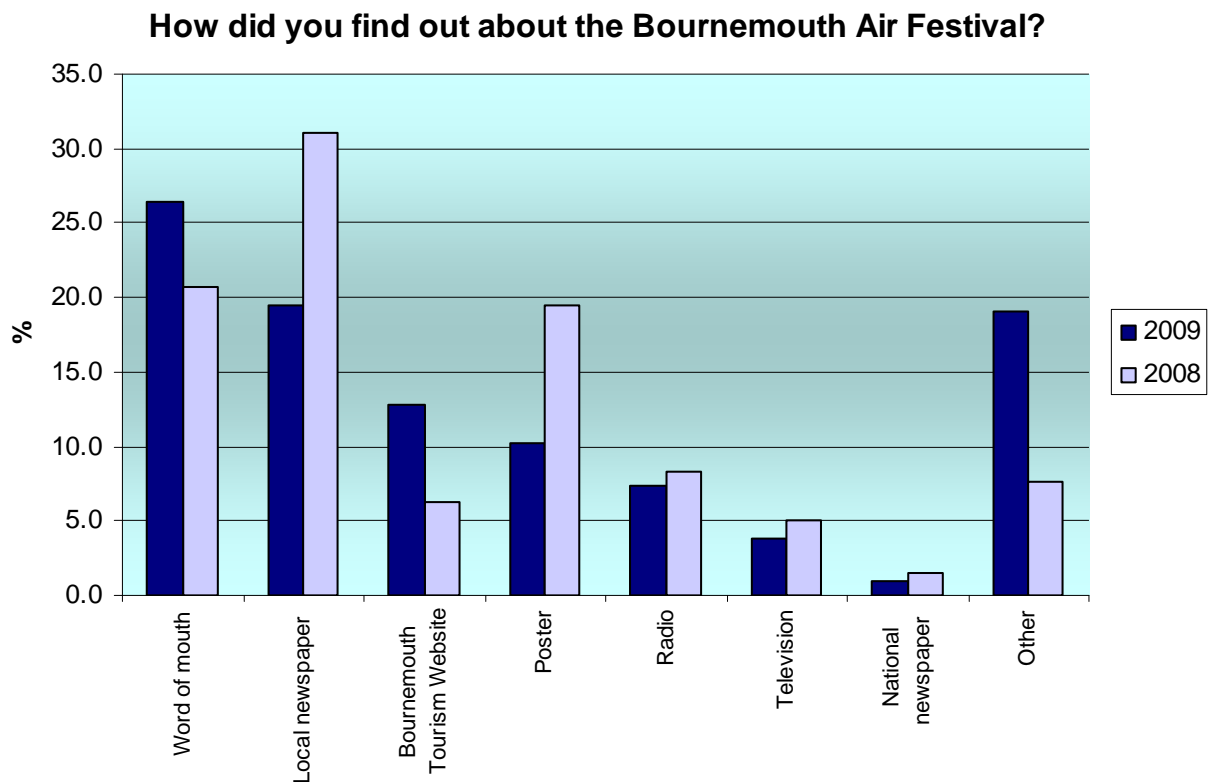
In 2009 7% of respondents were displaced from using the bus service into cars. This increased the proportion of respondents who utilised the park and ride system and drove directly to the event.

How did you get to the Air Festival today?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Park and ride	59	6.9	12	2.7
Bus	140	16.4	105	23.5
Car	391	45.8	186	41.7
By foot	170	19.9	78	17.5
Train	46	5.4	27	6.1
Bicycle	10	1.2	15	3.4
Motorbike	2	0.2	2	0.4
Campervan/Mobile home	3	0.4	1	0.2
Organised coach trip	11	1.3	6	1.3
Other	21	2.5	13	2.9
Total	853	100	446	100



A move away from the impact of traditional marketing was noted. This reduction in the proportion of respondents who found out about the Air Festival as a result of local newspapers or posters also saw an increase in the proportion who found out about the event via Bournemouth Tourism’s website and word of mouth.

How did you find out about the Bournemouth Air Festival?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Word of mouth	208	26.4	82	20.7
Local newspaper	153	19.4	123	31.1
Bournemouth Tourism Website	101	12.8	25	6.3
Poster	80	10.2	77	19.4
Radio	58	7.4	33	8.3
Television	30	3.8	20	5.1
National newspaper	7	0.9	6	1.5
Other	150	19.1	30	7.6
Total	787	100	396	100



Other key ways of finding out about the Air Festival included:

- Reception staff at hotel.
- Previous visit to Air Festival.
- Aviation Press.
- Website other than Bournemouth Tourism, including the Red Arrows, Google or specialist aviation website.

The average rating for the Park and Ride and the cost of car parking improved. However, the average rating for the availability of car parking was negatively influenced; this was most likely to be as a result of the increased proportion of respondents bringing their car to the event.

Average rating assigns a value to each response code, thus Very Good = 1, Good = 2, OK = 3, Poor = 4 and Very Poor = 5. Therefore an average rating of 2 equates to an overall average response of Good while an average rating of 4 equates to an overall average response of Poor.

Park & Ride				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	86	12.9	12	3.1
Good	69	10.3	15	3.9
OK	35	5.2	7	1.8
Poor	5	0.7	4	1.0
Very Poor	11	1.6	6	1.6
N/A	463	69.2	337	88.2
Total	669	100	382	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	1.96	Average Rating	2.42

Availability of car parking				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	99	13.9	43	10.8
Good	124	17.4	59	14.8
OK	125	17.6	56	14.0
Poor	58	8.2	18	4.5
Very Poor	30	4.2	9	2.3
N/A	275	38.7	215	53.8
Total	711	100	400	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.53	Average Rating	2.41

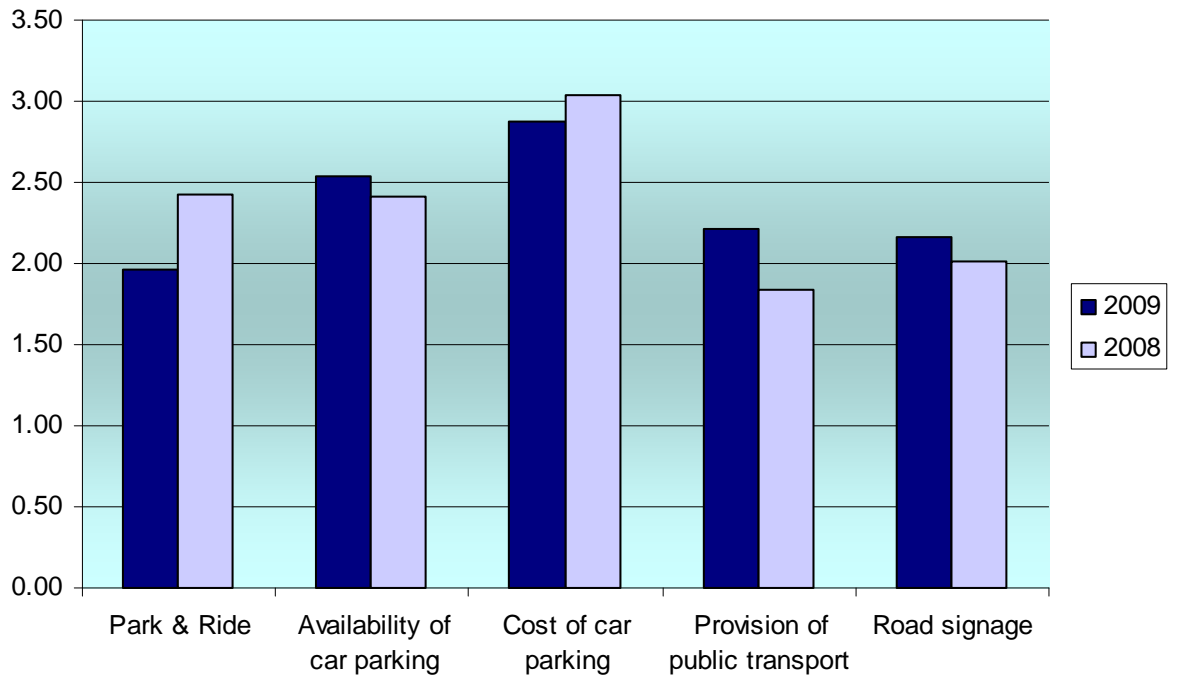
Cost of car parking				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	56	8.2	43	4.3
Good	69	10.0	59	7.8
OK	133	19.4	56	13.9
Poor	56	8.2	18	7.8
Very Poor	40	5.8	9	5.1
N/A	333	48.5	215	61.1
Total	687	100	400	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.87	Average Rating	3.04

The provision of public transport and road signage were both rated below 2008 levels.

Provision of public transport				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	115	16.2	78	19.0
Good	131	18.4	51	12.4
OK	86	12.1	26	6.3
Poor	28	3.9	8	2.0
Very Poor	17	2.4	3	0.7
N/A	334	47.0	244	59.5
Total	711	100	410	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.21	Average Rating	1.84

Road signage				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	117	16.9	58	15.2
Good	214	30.9	70	18.3
OK	129	18.6	34	8.9
Poor	14	2.0	10	2.6
Very Poor	13	1.9	2	0.5
N/A	205	29.6	208	54.5
Total	692	100	382	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.16	Average Rating	2.01

Average rating of elements of the Air Festival



Just under a half of all responding groups purchased a copy of the Air Festival brochure.

Did you purchase a copy of the official Bournemouth Air Festival brochure?		
	2009	
	Frequency	Valid Percent
Yes	404	47.5
No	447	52.5
Total	851	100

Key reasons for not purchasing a brochure were:

- Didn't know about it.
- Overall cost.
- Poor value for money.
- Didn't need one.

90% of respondents felt that the brochure provided enough information.

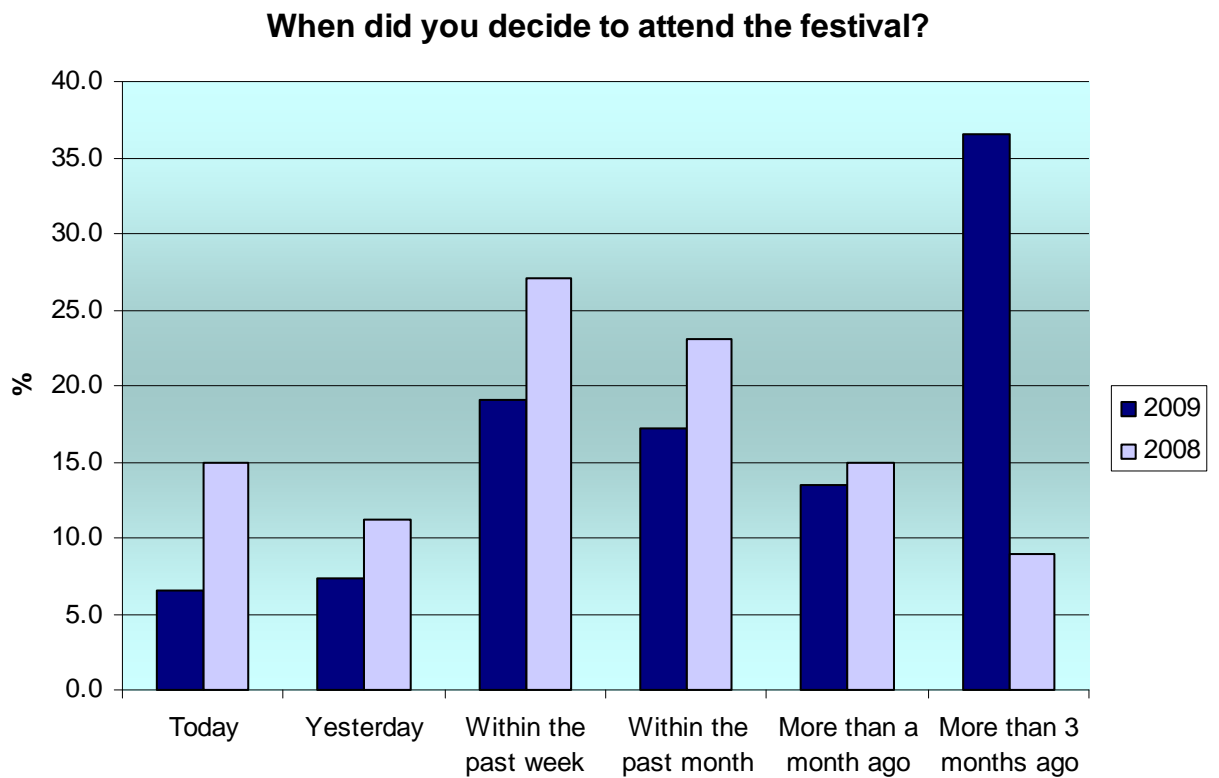
Did the brochure provide enough information?		
	2009	
	Frequency	Valid Percent
Yes	420	89.9
No	47	10.1
Total	467	100

In next year's brochure respondents would like to see:

- Fewer adverts.
- An accurate schedule.
- What's new for 2010.
- Better map, including map of town centre.
- Bus timetables.

Following the success of the event in 2008 37% of respondents decided more than 3 months before the 2009 event to attend. These are likely to be respondents who made the decision to visit following attendance at the event in 2008. Consequent falls in all other categories were noted.

When did you decide to attend the festival?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Today	55	6.5	65	14.9
Yesterday	62	7.3	49	11.2
Within the past week	162	19.1	118	27.0
Within the past month	146	17.2	101	23.1
More than a month ago	114	13.4	65	14.9
More than 3 months ago	310	36.5	39	8.9
Total	849	100	437	100



In line with the 2008 data respondents were very interested in daytime air displays, moderately interested in daytime ground displays and generally less interested in the evening entertainment. Though, the idea of evening entertainment was in general moderately interesting to visitors.

Average interest assigns a value to each response code, thus Very Interested = 1, Moderately Interested = 2 and Not Interested = 3. Therefore an average rating of 1 equates to an overall average response of Very Interested while an average rating of 3 equates to an overall average response of Not Interested.

Daytime ~ Air Displays				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	806	95.2	394	91.6
Moderately Interested	36	4.3	27	6.3
Not Interested	5	0.6	9	2.1
Total	847	100	430	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	1.05	Average interest	1.10

Daytime ~ Ground Displays				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	347	45.5	242	57.6
Moderately Interested	351	46.0	152	36.2
Not Interested	65	8.5	26	6.2
Total	763	100	420	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	1.63	Average interest	1.49

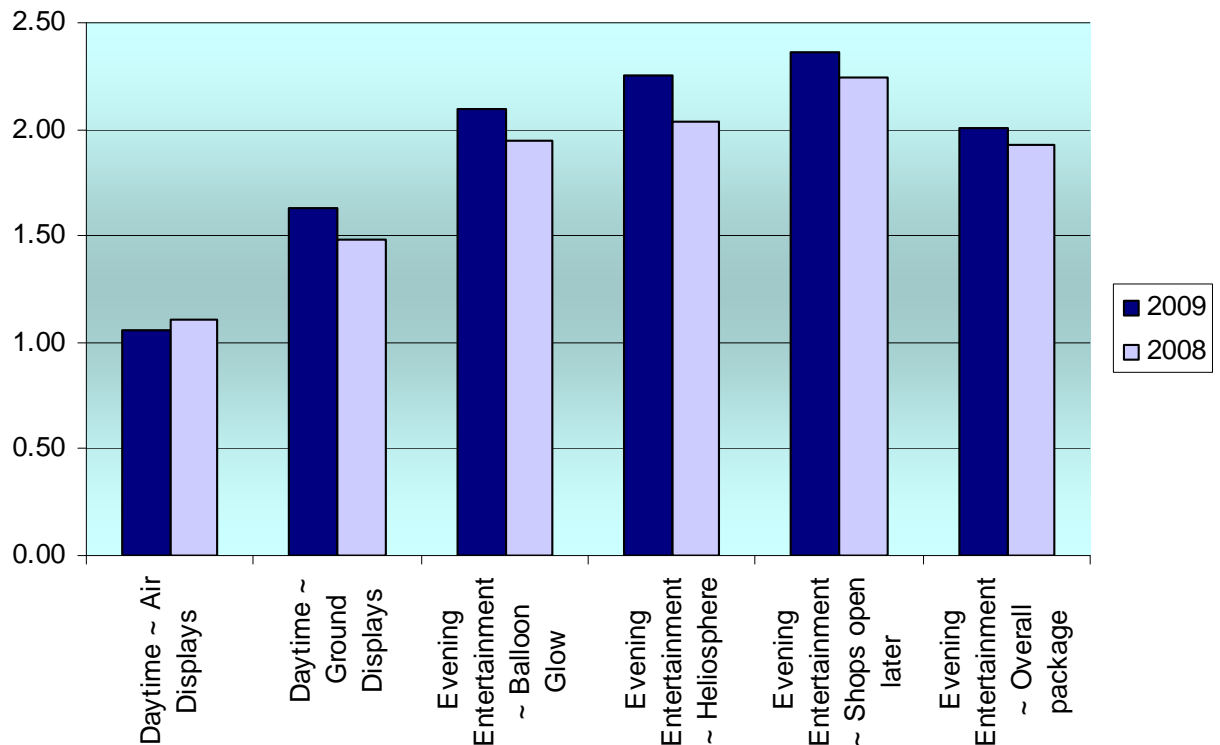
Evening Entertainment ~ Balloon Glow				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	177	25.1	126	34.7
Moderately Interested	283	40.1	129	35.5
Not Interested	245	34.8	108	29.8
Total	705	100	363	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	2.10	Average interest	1.95

Evening Entertainment ~ Heliosphere				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	129	18.6	111	30.8
Moderately Interested	258	37.1	125	34.7
Not Interested	308	44.3	124	34.4
Total	695	100	360	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	2.26	Average interest	2.04

Evening Entertainment ~ Shops open later				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	123	17.8	88	24.2
Moderately Interested	194	28.1	101	27.7
Not Interested	373	54.1	175	48.1
Total	690	100	364	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	2.36	Average interest	2.24

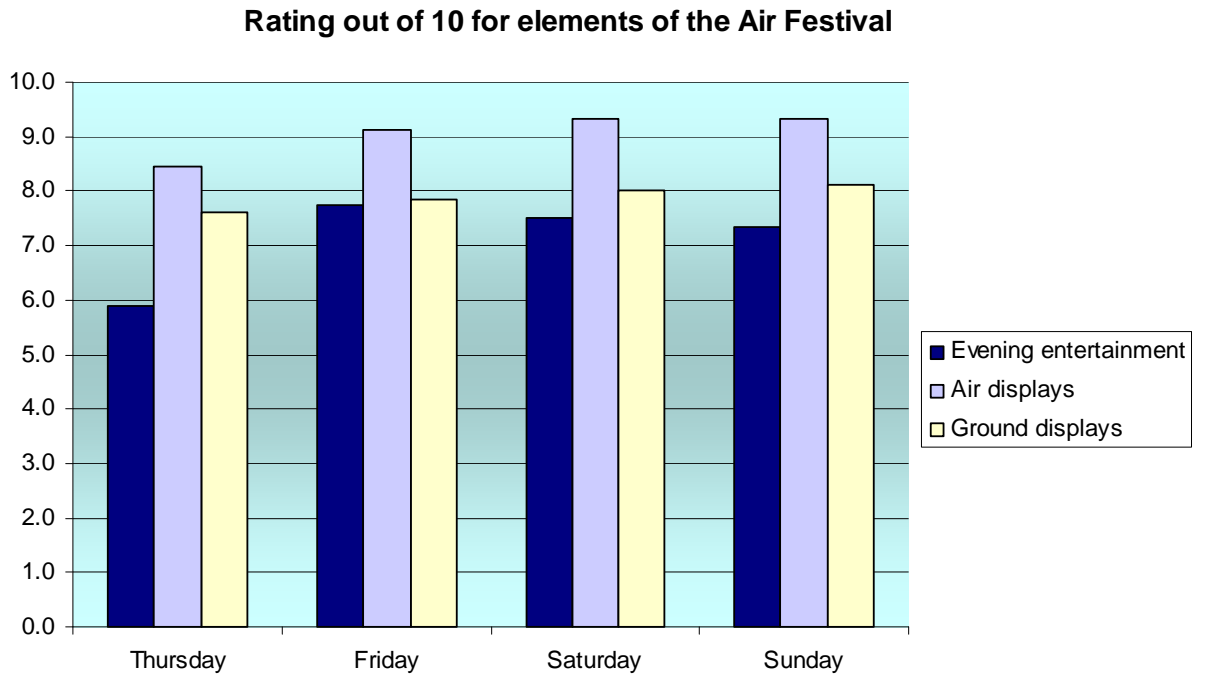
Evening Entertainment ~ Overall package				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Interested	207	28.6	134	36.9
Moderately Interested	303	41.9	120	33.1
Not Interested	213	29.5	109	30.0
Total	723	100	363	100
Where 1 is Very Interested and 3 is Not Interested.	Average interest	2.01	Average interest	1.93

Interest in elements of the Air Festival



Air displays were highly rated with an average score of 9/10. Evening entertainment saw an average score of 7/10 and ground displays 8/10.

Rating out of 10 for elements of the Air Festival				
	Thursday	Friday	Saturday	Sunday
Evening entertainment	5.9	7.7	7.5	7.3
Air displays	8.5	9.1	9.3	9.3
Ground displays	7.6	7.8	8.0	8.1



A slight decline was noted in all areas of visitors' experience with the exception of public toilets which saw a slight improvement in their rating (though toilets still received the lowest overall rating). However, the rating for overall experience and the venue / location remained broadly consistent with 2008. Increased visitor numbers are likely to have been a key factor in the negative impact on elements of the visitor experience.

Average rating assigns a value to each response code, thus Very Good = 1, Good = 2, OK = 3, Poor = 4 and Very Poor = 5. Therefore an average rating of 2 equates to an overall average response of Good while an average rating of 4 equates to an overall average response of Poor.

Overall experience				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	575	68.1	319	71.8
Good	222	26.3	106	23.9
OK	36	4.3	17	3.8
Poor	3	0.4	1	0.2
Very Poor	2	0.2	1	0.2
N/A	6	0.7	0	0.0
Total	844	100	444	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	1.37	Average Rating	1.33

Venue / location				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	642	76.2	338	76.5
Good	165	19.6	86	19.5
OK	31	3.7	15	3.4
Poor	3	0.4	1	0.2
Very Poor	1	0.1	1	0.2
N/A	1	0.1	1	0.2
Total	843	100	442	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	1.29	Average Rating	1.28

Environment & cleanliness				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	399	47.3	243	55.4
Good	273	32.4	157	35.8
OK	138	16.4	35	8.0
Poor	21	2.5	2	0.5
Very Poor	7	0.8	2	0.5
N/A	5	0.6	0	0.0
Total	843	100	439	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	1.76	Average Rating	1.55

Staff friendliness				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	354	42.3	224	52.0
Good	283	33.9	146	33.9
OK	99	11.8	33	7.7
Poor	10	1.2	1	0.2
Very Poor	4	0.5	1	0.2
N/A	86	10.3	26	6.0
Total	836	100	431	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	1.70	Average Rating	1.54

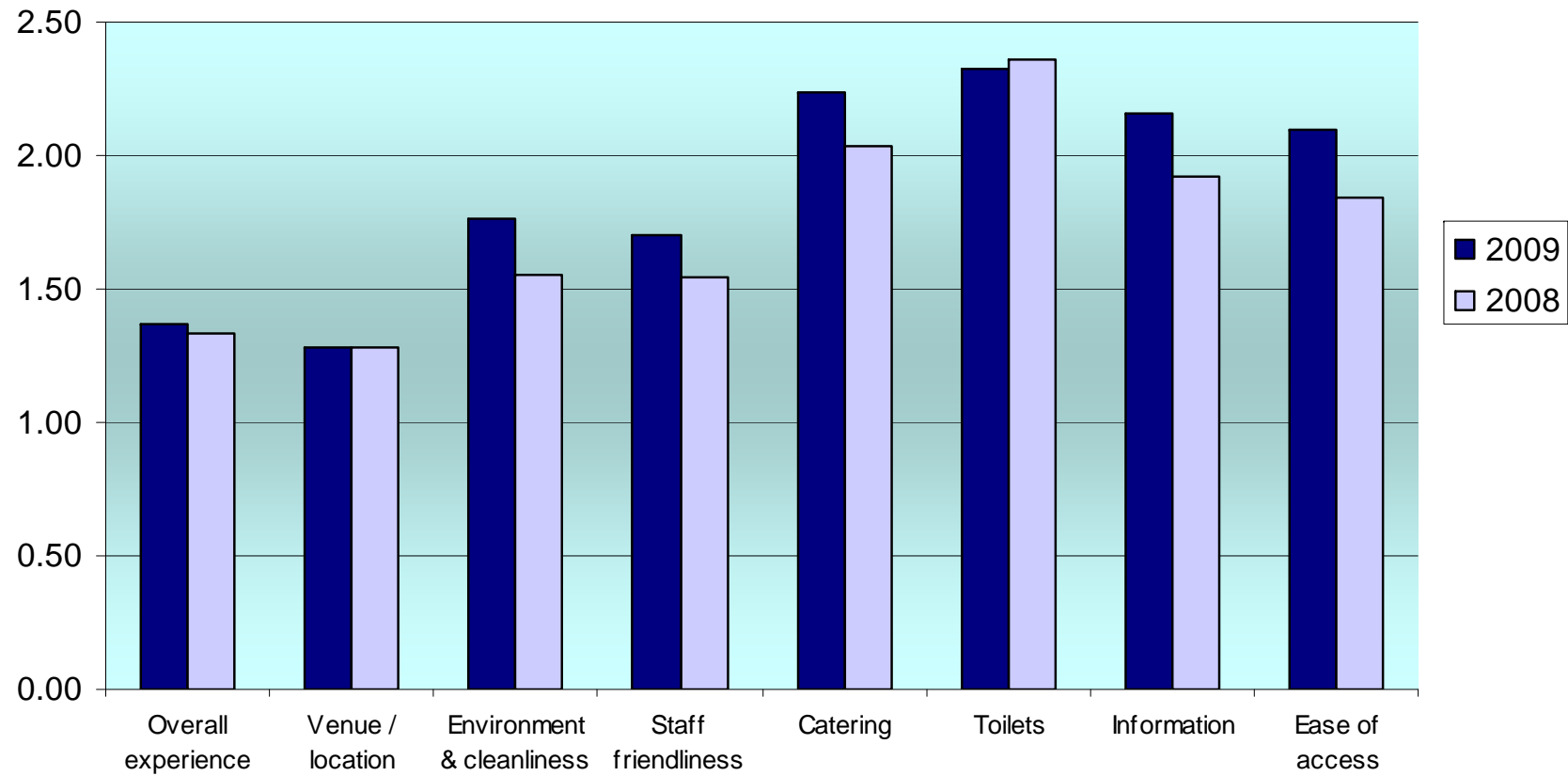
Catering				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	183	22.5	140	32.3
Good	216	26.6	112	25.9
OK	225	27.7	95	21.9
Poor	43	5.3	20	4.6
Very Poor	11	1.4	6	1.4
N/A	134	16.5	60	13.9
Total	812	100	433	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.24	Average Rating	2.03

Toilets				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	215	25.8	108	24.6
Good	217	26.0	125	28.5
OK	225	27.0	115	26.2
Poor	66	7.9	38	8.7
Very Poor	34	4.1	21	4.8
N/A	77	9.2	32	7.3
Total	834	100	439	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.32	Average Rating	2.36

Information				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	234	28.2	164	37.7
Good	297	35.8	165	37.9
OK	190	22.9	67	15.4
Poor	58	7.0	23	5.3
Very Poor	17	2.1	6	1.4
N/A	33	4.0	10	2.3
Total	829	100	435	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.15	Average Rating	1.92

Ease of access				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Very Good	279	33.3	180	41.8
Good	281	33.5	156	36.2
OK	203	24.2	79	18.3
Poor	42	5.0	8	1.9
Very Poor	25	3.0	6	1.4
N/A	9	1.1	2	0.5
Total	839	100	431	100
Where 1 is Very Good and 5 is Very Poor	Average Rating	2.10	Average Rating	1.84

Average rating of experience of the Air Festival

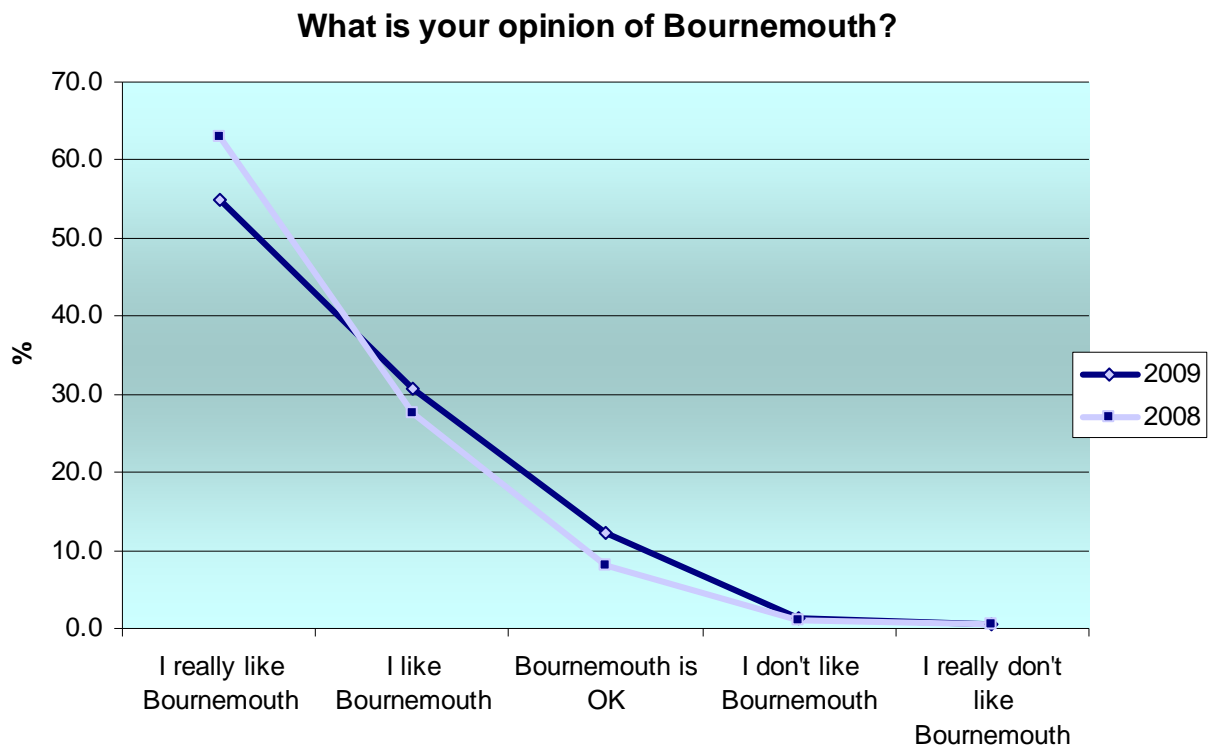


Key words used to describe respondents' impression of Bournemouth were.

- Beautiful
- Busy
- Clean
- Lively
- Lovely
- Sunny
- Beach
- Friendly
- Fun
- Entertaining

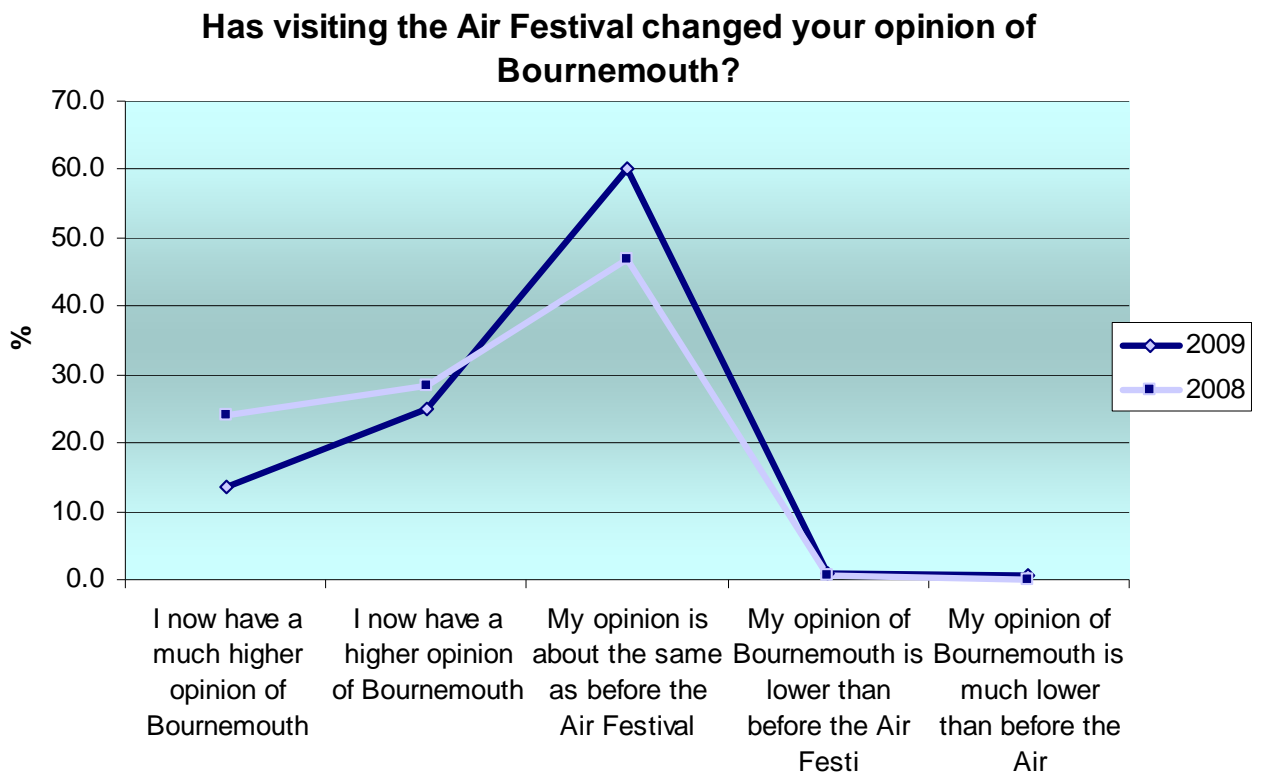
Respondents had a slightly less positive view of Bournemouth in 2009 than in 2008, this could be as a result of visitors making a first visit to the Air Show in 2008 and thus the initial 'wow' factor caused an artificial high.

What is your opinion of Bournemouth?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
I really like Bournemouth	464	55.0	276	62.9
I like Bournemouth	260	30.8	121	27.6
Bournemouth is OK	103	12.2	35	8.0
I don't like Bournemouth	12	1.4	5	1.1
I really don't like Bournemouth	5	0.6	2	0.5
Total	844	100	439	100



Even given the success of the 2008 event 39% of respondents still reported that the Air Festival positively improved their opinion of Bournemouth.

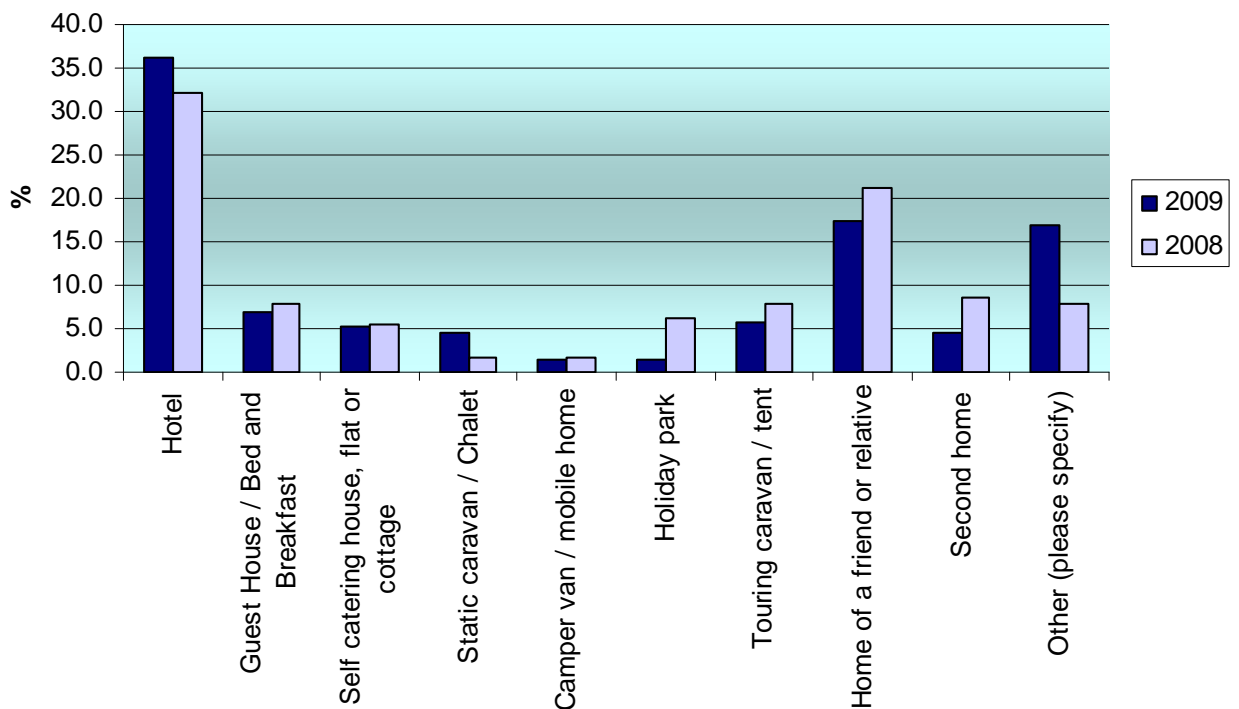
Has visiting the Air Festival changed your opinion of Bournemouth?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
I now have a much higher opinion of Bournemouth	115	13.6	104	23.9
I now have a higher opinion of Bournemouth	210	24.9	124	28.5
My opinion is about the same as before the Air Festival	507	60.1	204	46.9
My opinion of Bournemouth is lower than before the Air Festival	7	0.8	3	0.7
My opinion of Bournemouth is much lower than before the Air	4	0.5	0	0.0
Total	843	100	435	100



The majority of respondents (54%) stayed either in a hotel or in the home of a friend or relative.

What sort of accommodation are you staying in?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Hotel	147	36.3	41	32.0
Guest House / Bed and Breakfast	28	6.9	10	7.8
Self catering house, flat or cottage	21	5.2	7	5.5
Static caravan / Chalet	18	4.4	2	1.6
Camper van / mobile home	6	1.5	2	1.6
Holiday park	6	1.5	8	6.3
Touring caravan / tent	23	5.7	10	7.8
Home of a friend or relative	70	17.3	27	21.1
Second home	18	4.4	11	8.6
Other (please specify)	68	16.8	10	7.8
Total	405	100	128	100

What sort of accommodation are you staying in?



The majority of respondents (55%) reported that they were staying in Bournemouth, 20% of respondents reported that they were staying outside of the Dorset New Forest Area.

Where are you staying at present?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
In Bournemouth	239	55.3	82	51.3
In Poole	29	6.7	11	6.9
In Dorset	34	7.9	21	13.1
In The New Forest	42	9.7	15	9.4
Somewhere else	88	20.4	31	19.4
Total	432	100	160	100

Improvements

The following are the main improvements suggested by respondents, of these an improvement to the public address system and the flying schedule was seen as key.

- Improved beach access
- Better fireworks
- Remove / improve sound system / PA or put commentary on the radio
- Better transport / traffic management
- Cheaper programmes
- More aircraft
- Improved food offering
- Tighter / clearly defined schedule
- More toilets

Future events

Suggestions for different event types were relatively limited in their scope, the key suggestions were:

- More Air Shows
- Music events
- Surfing / water sports

2009 saw a 15 percentage point increase in the proportion of visitors from the South East with a consequent decline in those from the South West.

In which UK region do you live?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
London	39	5.2	20	4.8
East Anglia	18	2.4	6	1.4
East Midlands	29	3.9	7	1.7
North East	11	1.5	7	1.7
North West	18	2.4	7	1.7
Northern Ireland	1	0.1	0	0.0
South East	227	30.2	64	15.4
South West	354	47.1	280	67.5
Wales	10	1.3	10	2.4
West Midlands	43	5.7	13	3.1
Scotland	2	0.3	1	0.2
Total	752	100	415	100

73% of all respondents were in the C1 or C2 socio-economic group and some 36% of all respondents were retired.

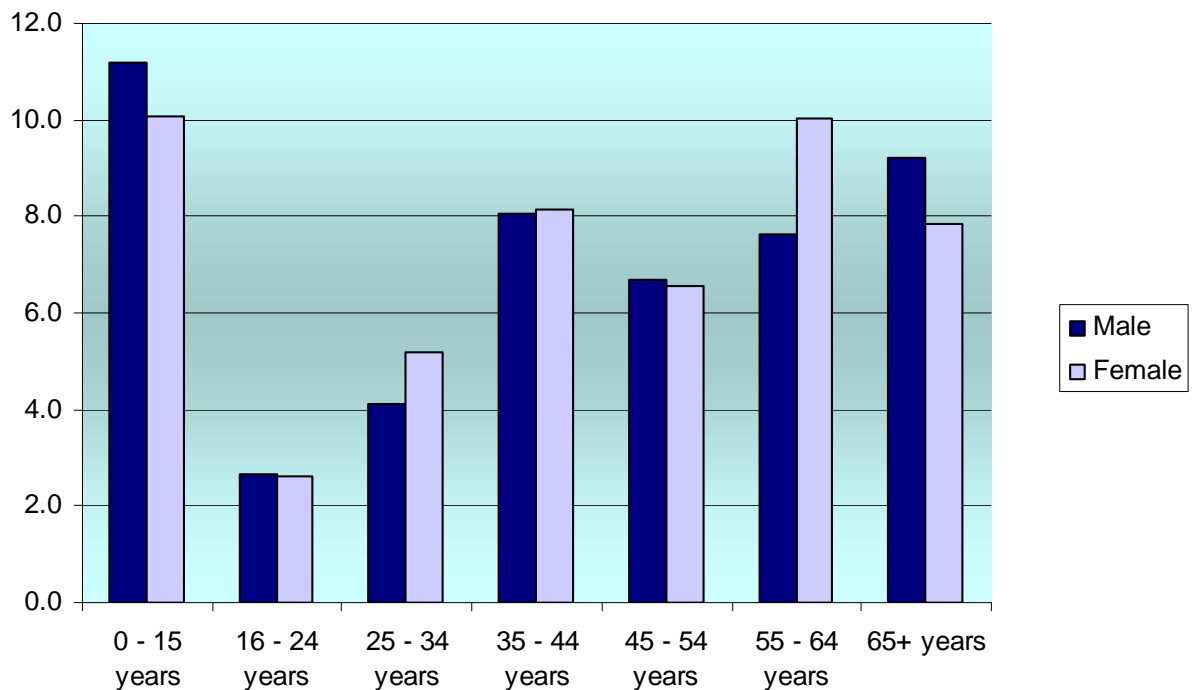
Occupation of the main wage earner		
	Frequency	Valid Percent
A	14	1.8
B	127	16.3
C1	314	40.4
C2	250	32.1
D	73	9.4
Total	778	100

Are you retired?				
	2009		2008	
	Frequency	Valid Percent	Frequency	Valid Percent
Yes	300	35.9	119	27.9
No	536	64.1	307	72.1
Total	836	100	426	100

2009 saw more females attending the Air Festival than males, though only by a very small margin.
 The festival attracts a very healthy diversity of ages, though it is slightly weaker in the 16-34 age groups.

Age and Gender						
	Male			Female		
	Frequency	Percent within Male	Percent overall	Frequency	Percent within Female	Percent overall
0 - 15 years	325	22.6	11.2	292	19.9	10.1
16 - 24 years	77	5.4	2.7	76	5.2	2.6
25 - 34 years	119	8.3	4.1	151	10.3	5.2
35 - 44 years	234	16.3	8.1	236	16.1	8.1
45 - 54 years	194	13.5	6.7	190	13.0	6.5
55 - 64 years	221	15.4	7.6	291	19.9	10.0
65+ years	268	18.6	9.2	228	15.6	7.9
Total	1438	100.0	49.6	1464	100.0	50.4

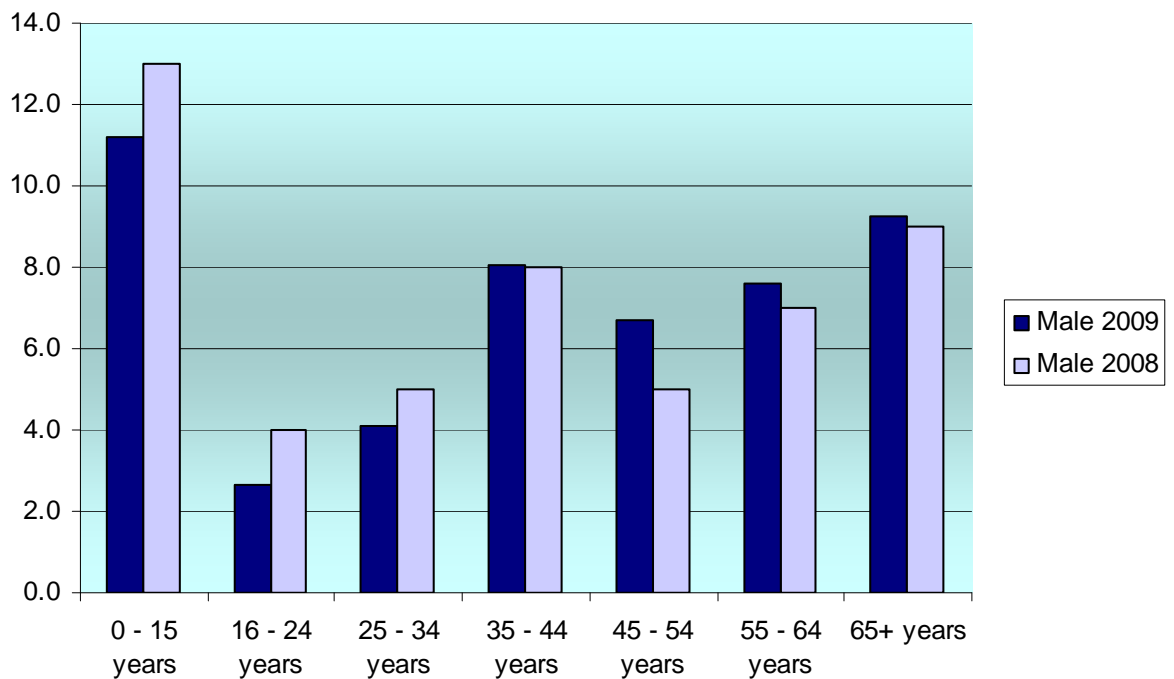
Age and Gender



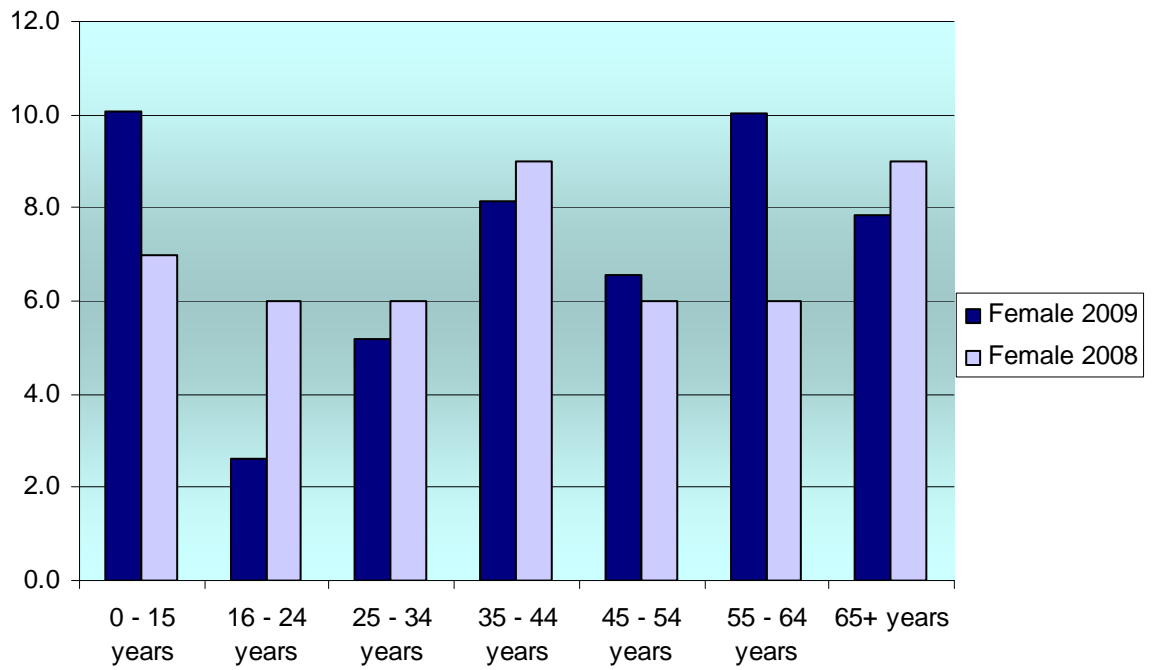
The 16-34 age groups saw a fall, for both male and female, on 2008 levels with an increase in the proportion of those under 16s and those 46-64.

Age and Gender				
	2009		2008	
	Male	Female	Male	Female
	Valid %	Valid %	Valid %	Valid %
0 - 15 years	11.2	10.1	13	7
16 - 24 years	2.7	2.6	4	6
25 - 34 years	4.1	5.2	5	6
35 - 44 years	8.1	8.1	8	9
45 - 54 years	6.7	6.5	5	6
55 - 64 years	7.6	10.0	7	6
65+ years	9.2	7.9	9	9
Total	49.6	50.4	51	49

Male 2008 / 2009 Comparison



Female 2008 / 2009 Comparison



Other comments

Other comments made were predominantly positive, though some of the responses made within the suggested improvements section were also echoed.

Key comments were:

- Thank you for an exciting and enjoyable air festival.
- Facilities were over crowded (specifically buses, restaurants parking).
- Toilet provision could be improved.
- More shade / seating.
- Fireworks were disappointing.

5. Economic Impact

Bournemouth Air Festival Economic Impact

To allow the calculation of economic impact respondents were asked to identify how much they had spent on Food and Drink, Fares and Petrol, Accommodation and all Other Costs for their whole group.

Total spend was calculated by taking the amount a respondent's group had spent and dividing it by the number of people in that group. This was then factored according to the role the Air Festival played in their decision to visit the area.

To calculate overall value the mean expenditure per respondent was multiplied by the estimated total number of unique visitors.

Actual Spend	
Food and Drink	£7,282,916
Fares and Petrol	£4,606,587
Accommodation	£12,399,236
Other Costs	£1,179,782
Total	£25,468,522

Modelling Summary

Initial spend figures are adjusted utilising multipliers to estimate indirect or “ripple” effects on business income. When a business receives income from the consumer, this in turn leads to an increase in, for example, stock, orders for supplies, raw material, transport expenditure etc. These supplier businesses in turn see an upturn in their own economic activity, and so on. As a result, initial spend by the consumer has a “ripple effect” throughout the economy.

Direct Spend refers to the money directly spent by visitors to the Air Festival as recorded by the visitor survey. This figure is calculated utilising number of days visited and other factors to ensure accuracy. Figures are then factored to represent the total number of visitors to the Air Festival.

Indirect refers to the ripple effect on businesses from direct spend. It takes into consideration the increase/decrease in, for example, stock, orders for supplies, raw material, transport expenditure etc. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

Induced refers to the additional impact resulting from expenditure on goods and services in the areas under consideration by recipients of both direct and indirect income. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

The total impact of the 2009 Bournemouth Air Festival was estimated to be:
£39 Million.

	Food and Drink	Fares and Petrol	Accommodation	Other (inc. parking)	Total
Spend	£7,282,916	£4,606,587	£12,399,236	£1,179,782	£25,468,522
Indirect	£1,903,026	£691,909	£4,647,234	£104,765	£7,346,934
Induced	£1,518,488	£694,213	£3,642,896	£175,198	£6,030,794
Total	£10,704,430	£5,992,709	£20,689,366	£1,459,744	£38,846,249