

Evaluating the 2013 Margaret River Gourmet Escape

Direct and Regional Expenditure Evaluation

March 2014



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Scope of Engagement

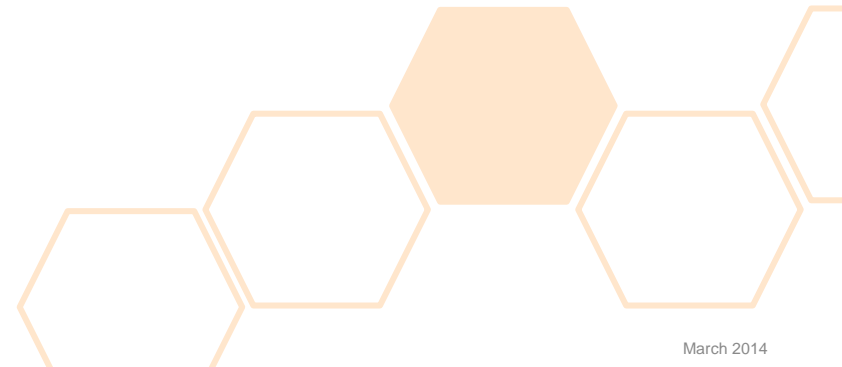


The second annual Margaret River Gourmet Escape was held between 22 and 24 November 2013. The event serves to showcase outstanding food, wine and produce from the Margaret River Region, and featured a number of celebrity chefs. The event is organised by Sydney-based Brand Events.

Metrix was commissioned to measure the direct expenditure (both state-wide and region-wide) that resulted from holding the event in WA. Any references to 'the region' in this report refer to the Shire of Augusta Margaret River.

A summary of the calculation methods for each are as follows:

- The direct in-scope expenditure estimate is calculated based on the expenditure by interstate and international visitors and organisations in WA due to the event, less any local money that leaves WA as a result of the event.
- The regional in-scope expenditure estimate is calculated based on the expenditure by intrastate (outside of the Shire of Augusta Margaret River), interstate and international visitors and organisations in the Shire due to the event, less any local money that leaves the Shire.



Research Approach

A face-to-face intercept survey was conducted at random at Gourmet Village to determine the incidence of attendees visiting WA and/or Margaret River specifically for the event. Where Non-WA visitors were identified, a spend survey was also conducted.

An online survey was conducted with ticketed attendees who provided email addresses post-event. The survey invite was distributed by Brand Events and the survey was open between 3 and 26 December 2013. As an incentive to complete the survey, participants were entered into a prize draw to win one of five celebrity chef cookbooks.

Incidence Survey	Total Approaches	Estimated Population	Margin of Error
All Attendees	n=1,856	11,951	+/-2.1%

Spend Survey	Sample Size	Estimated Population	Margin of Error
Interstate and International Attendees (combined completes from online and F2F)	n=81	N=412	+/-9.9%
Other WA Attendees	n=476	N=8,131	+/-4.4%

Research Approach (Continued)

Post-event, Brand Events provided Metrix with the following:

- Ticket sales data for all events
- A final breakdown of the visitor numbers for all known visitor groups by origin
- A breakdown of expenditure covered for event staff in the lead up to the event
- Contact details, location and breakdown of GEM's revenue for trade exhibitors
- Organisational inflows and outflows, broken down for both WA and the Shire of Augusta-Margaret River

Based on the ticket sales data provided, Metrix conducted a postcode analysis to understand the origin of attendees.

Event Summary



Summary of Direct and Regional Spend

Direct Expenditure

Total attendance from outside of WA	1,280
Direct expenditure	\$3,651,248

Visitor Information

Total visitor nights	6,793
Average length of stay	5.3
Average expenditure per day	\$315

Regional Expenditure

Total attendance from outside the region	10,171
Regional expenditure	\$10,486,016

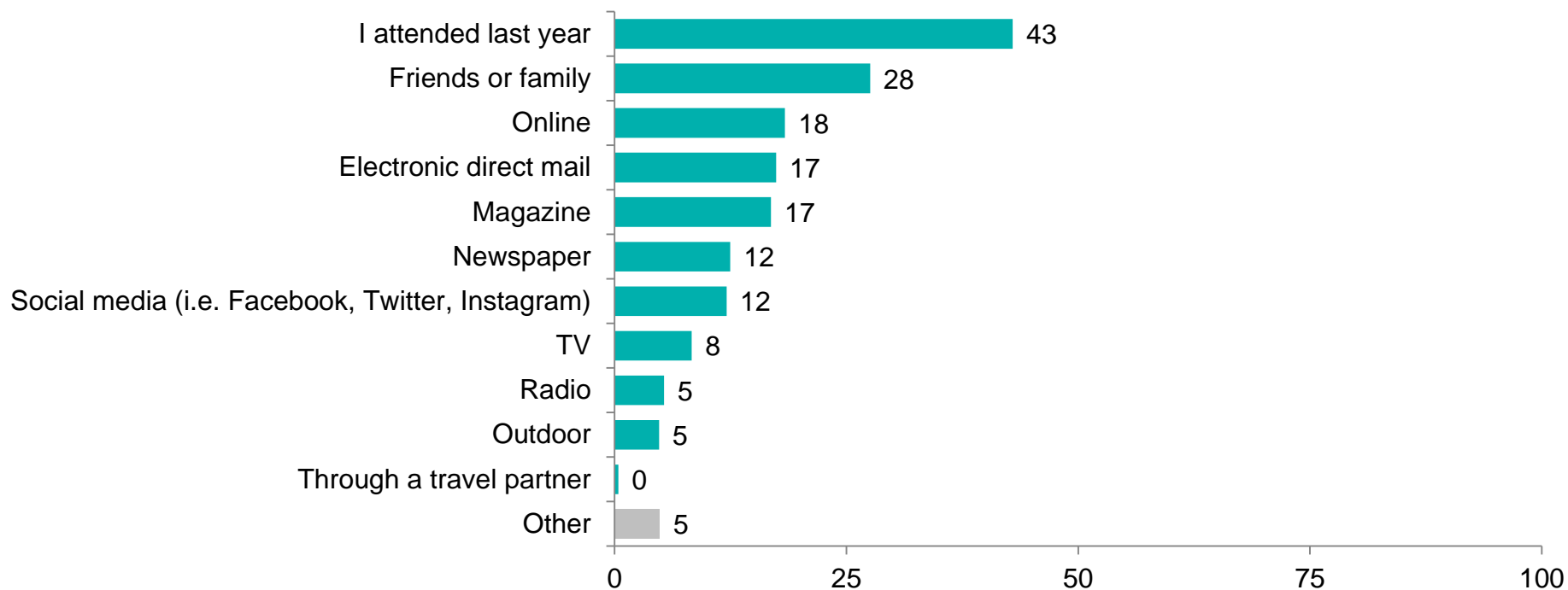
Visitor Information

Total visitor nights	39,103
Average length of stay	3.8
Average expenditure per day	\$255

Event Experience



Information Sources



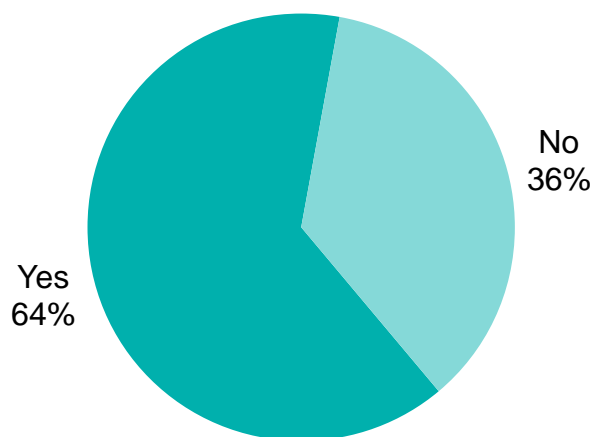
n=472

% ticketed attendee

Q Where did you hear about the 2013 Margaret River Gourmet Escape?

Fringe and Satellite Event Attendance

Attended a Satellite Event

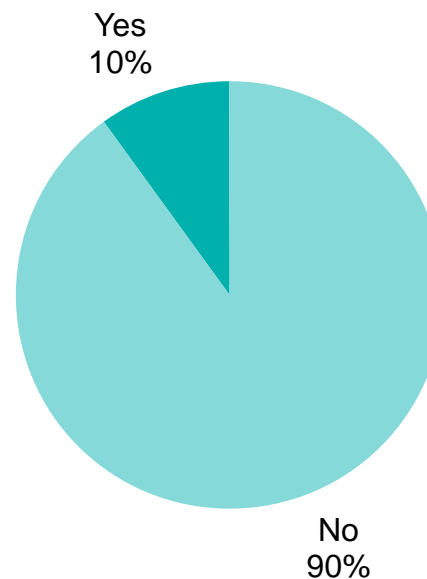


n=472

% ticketed attendees

Q Which of the following Gourmet Escape Satellite events did you attend?

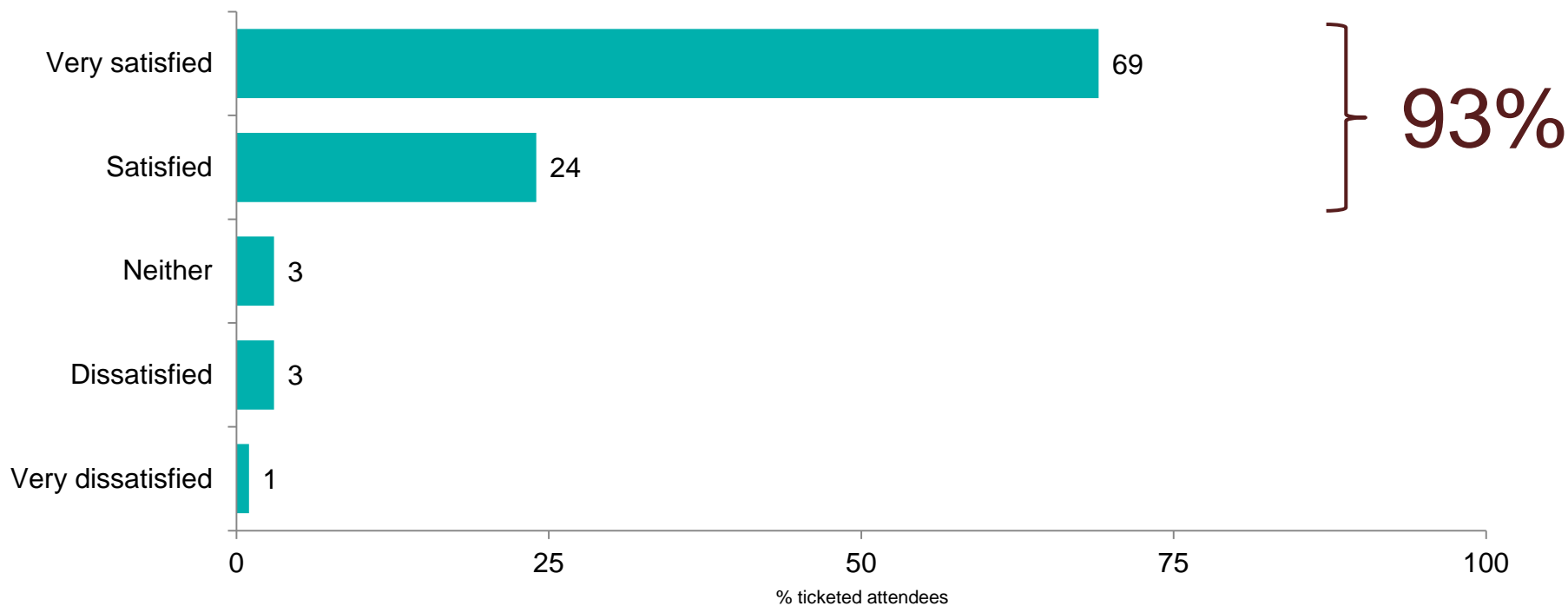
Attended a Fringe Event



% ticketed attendees

Q Which of the following Gourmet Escape Fringe events did you attend?

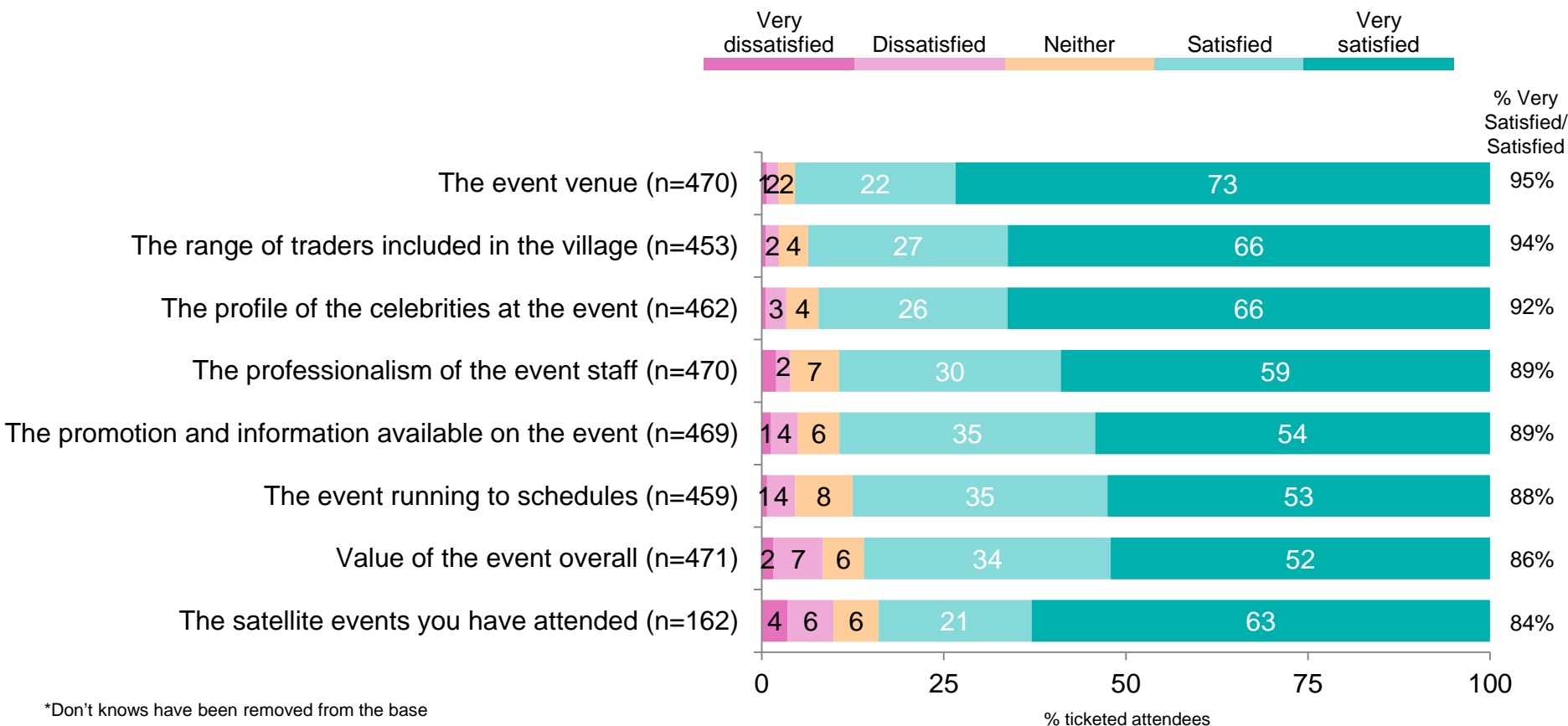
Overall Satisfaction



n=470 | Don't knows have been removed from the base

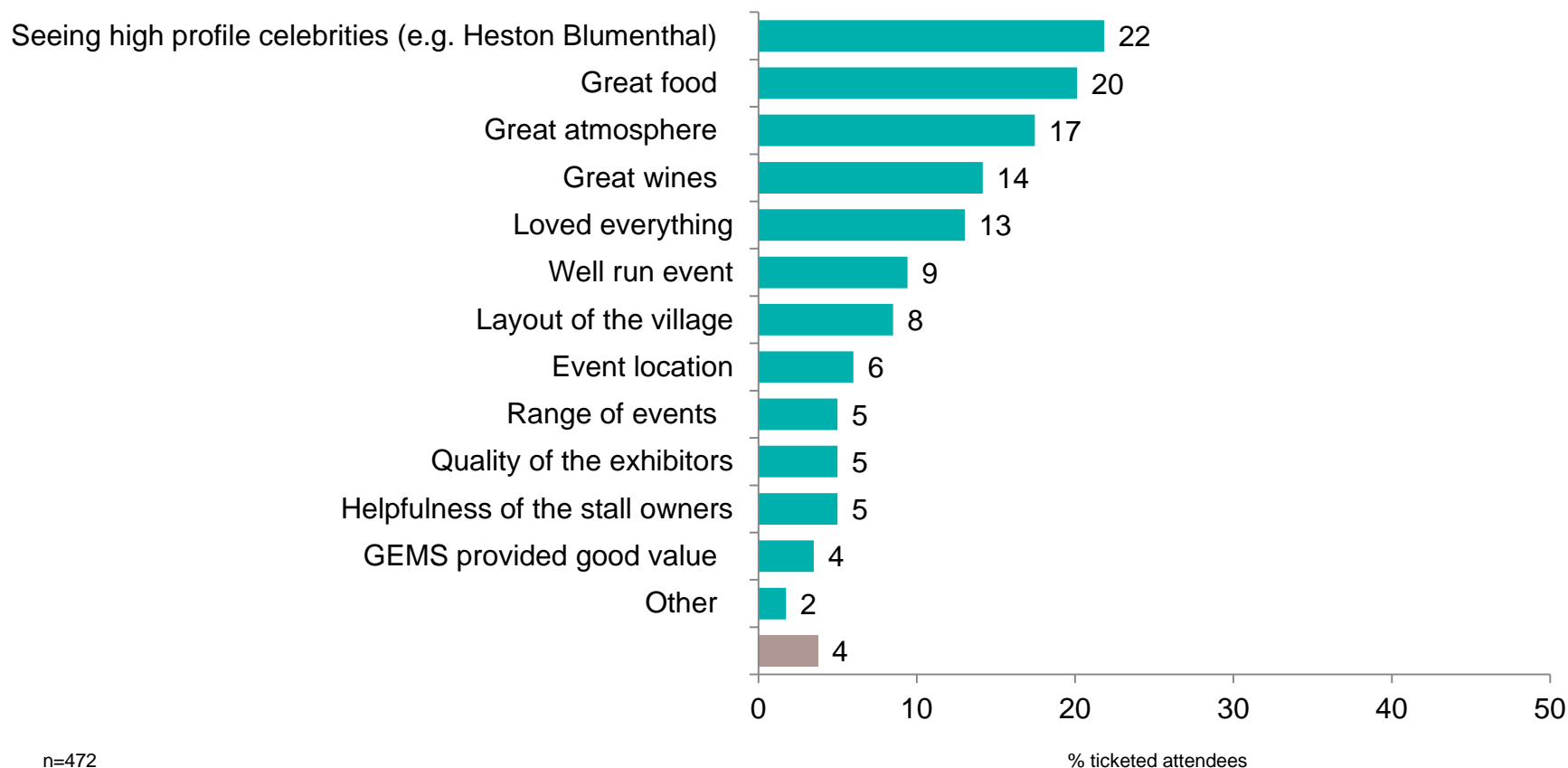
Q Thinking about your experience at the 2013 Margaret River Gourmet Escape overall, how satisfied are you with the event overall?

Evaluating the Event Experience



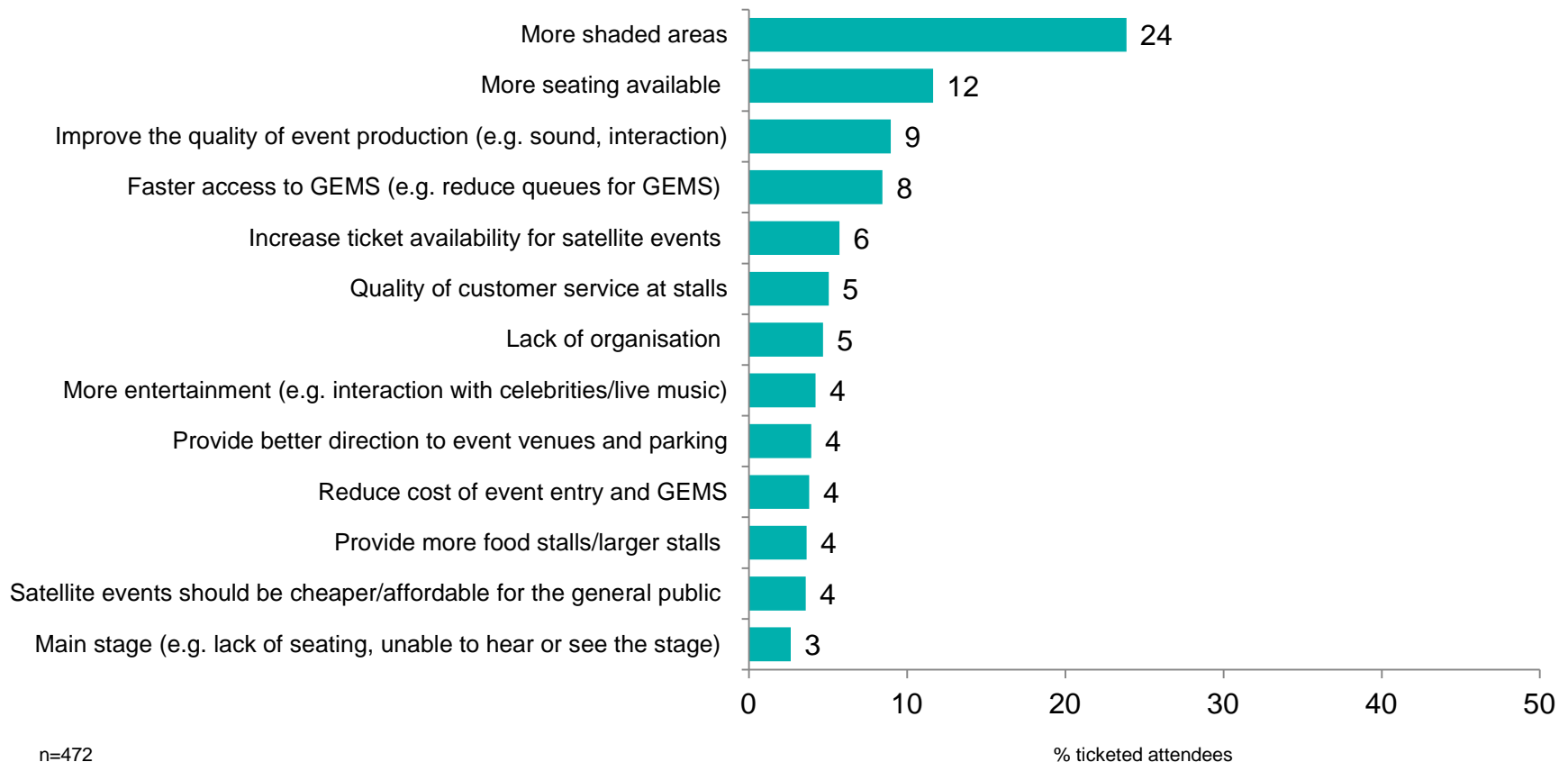
Q Thinking about your experience at the 2013 Margaret River Gourmet Escape overall, how satisfied are you with...

Positive Aspects of the Event



Q What did you like about the 2013 Margaret River Gourmet Escape?

Opportunities for Improvement



Q Are there any ways the Margaret River Gourmet Escape could be improved in the future?

Postcode Analysis



Postcode Analysis Overview

- The following postcode analysis is based on Ticketek ticket sales data and walk up sales data, both provided by Brand Events. It provides a conservative estimate, as postcodes are not available for all ticketed attendees due to incomplete postcode information. Additionally, the analysis does not include internal sales and complimentary tickets.
- The data also does not account for visitors whose tickets were purchased for them by individuals living in WA.
- The Ticketek data included multiple entries for each ticket purchaser. For example if a person purchased a ticket to Gourmet Village on Saturday, Gourmet Beach BBQ on Saturday and Gourmet Village on a Sunday there would be three entries for each transaction in the database.
- To avoid double counting of attendees, Metrix used the entry with the highest number of tickets purchased and assumed each ticket represents one person. This provides the closest estimate of attendance by individuals, as it aims to avoid double counting of people attending multiple events.
- Where the number of tickets purchased has not been specified in the walk up sales data, Metrix has assumed one ticket has been purchased.

Perth Metro Postcodes: 100+ attendees

Postcode	No. of Attendees	% Attendees
6008	212	3.9%
6000	182	3.4%
6011	171	3.1%
6164	151	2.8%
6018	144	2.7%
6014	143	2.6%
6010	133	2.4%
6210	133	2.4%
6009	126	2.3%
6153	123	2.3%
6152	119	2.2%
6019	117	2.2%
6012	116	2.1%
6050	115	2.1%
6163	111	2.0%
6065	109	2.0%
6151	107	2.0%
6007	101	1.9%

Perth Metro Postcodes: 50-100 attendees

Postcode	No. of Attendees	% Attendees
6160	90	1.7%
6020	84	1.5%
6157	84	1.5%
6059	80	1.5%
6155	77	1.4%
6107	75	1.4%
6023	73	1.3%
6060	72	1.3%
6052	71	1.3%
6025	70	1.3%
6004	69	1.3%
6168	69	1.3%
6027	65	1.2%
6005	63	1.2%
6030	60	1.1%
6101	59	1.1%
6021	58	1.1%
6062	58	1.1%
6105	56	1.0%
6024	55	1.0%
6016	54	1.0%
6061	54	1.0%
6162	54	1.0%
6026	51	0.9%
6100	51	0.9%
6156	51	0.9%

Perth Metro Postcodes: < 50 attendees

Postcode	No. of Attendees	% Attendees
6112	49	0.9%
6006	47	0.9%
6149	45	0.8%
6051	44	0.8%
6053	44	0.8%
6064	40	0.7%
6069	40	0.7%
6147	40	0.7%
6028	39	0.7%
6076	39	0.7%
6111	38	0.7%
6054	37	0.7%
6158	36	0.7%
6169	36	0.7%
6055	35	0.6%
6108	35	0.6%
6015	34	0.6%
6154	32	0.6%
6031	31	0.6%
6017	30	0.6%
6171	30	0.6%
6066	28	0.5%
6103	28	0.5%

Postcode	No. of Attendees	% Attendees
6148	28	0.5%
6003	26	0.5%
6150	25	0.5%
6056	24	0.4%
6104	22	0.4%
6110	22	0.4%
6172	21	0.4%
6159	20	0.4%
6173	18	0.3%
6058	15	0.3%
6167	15	0.3%
6036	14	0.3%
6057	14	0.3%
6070	12	0.2%
6102	12	0.2%
6122	12	0.2%
6166	12	0.2%
6022	11	0.2%
6029	11	0.2%
6035	11	0.2%
6038	10	0.2%
Other Postcodes	102	1.9%

Regional WA Postcodes

Postcode	No. of Attendees	% Attendees
6285	1422	34.7%
6280	734	17.9%
6281	492	12.0%
6230	444	10.8%
6284	232	5.7%
6233	114	2.8%
6282	98	2.4%
6232	65	1.6%
6286	47	1.1%
6288	40	1.0%
6290	31	0.8%
Other Postcodes	382	9.3%

Interstate Postcodes

State	Postcode	Total Tickets	% Interstate Attendees
New South Wales	1360, 2000, 2007, 2009, 2011, 2015, 2020, 2022, 2023, 2025, 2026, 2028, 2031, 2034, 2035, 2036, 2037, 2038, 2040, 2041, 2046, 2047, 2050, 2060, 2061, 2063, 2065, 2066, 2067, 2069, 2070, 2074, 2077, 2088, 2097, 2099, 2121, 2124, 2131, 2132, 2138, 2156, 2163, 2170, 2203, 2212, 2229, 2232, 2291, 2292, 2303, 2316, 2323, 2479, 2503, 2527, 2560, 2605, 2612, 2640, 2685, 2763, 2769, 2905	197	48%
Victoria	3000, 3004, 3010, 3011, 3013, 3015, 3021, 3022, 3031, 3032, 3040, 3051, 3052, 3053, 3054, 3056, 3065, 3068, 3079, 3081, 3103, 3104, 3105, 3115, 3121, 3122, 3125, 3128, 3138, 3141, 3142, 3146, 3150, 3163, 3169, 3181, 3182, 3183, 3184, 3191, 3193, 3206, 3207, 3218, 3220, 3228, 3240, 3672, 3713, 3717, 3844, 3927, 3941, 3995	128	31%
Queensland	4000, 4005, 4006, 4011, 4066, 4068, 4069, 4077, 4101, 4151, 4220, 4304, 4306, 4566, 4740, 4745, 4805, 4849, 4879	61	15%
South Australia	5006, 5016, 5040, 5064, 5081, 5108, 5152, 5162, 5211, 5252, 5253, 5606, 5700, 5725	25	6%

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