

Fleetwood Mac

19 & 20 December 2009
TSB Bowl of Brooklands
New Plymouth, Taranaki



Concert impacts and benefits

www.taranaki.info

Venture
TARANAKI
Te Puna Umanga

The logo for Venture Taranaki, featuring a stylized circular emblem with a central swirl and a blue rectangular background.

Fleetwood Mac in Taranaki

- Final two concerts of the band's 'Unleashed' world tour at New Plymouth's TSB Bowl of Brooklands.
- Last played New Zealand in 1980 with concerts in Auckland and Wellington
- First concert – 19 December 2010 – sold out in minutes
Second concert – 20 December 2010 – subsequently announced
- Part of a broader programme of major events of 2009-2010:
 - Taranaki Rhododendron and Garden Festival, November
 - Yarrows Round the Mountain Cycle Challenge, 30 January
 - AmeriCARna, 24-27 February
 - Cliff Richard and the Shadows, 27 February
 - WOMAD, 12-14 March
 - ASP Dream Tour World-Cup surfing tour, 10-15 April
 - All Blacks Vs Ireland, 12 June



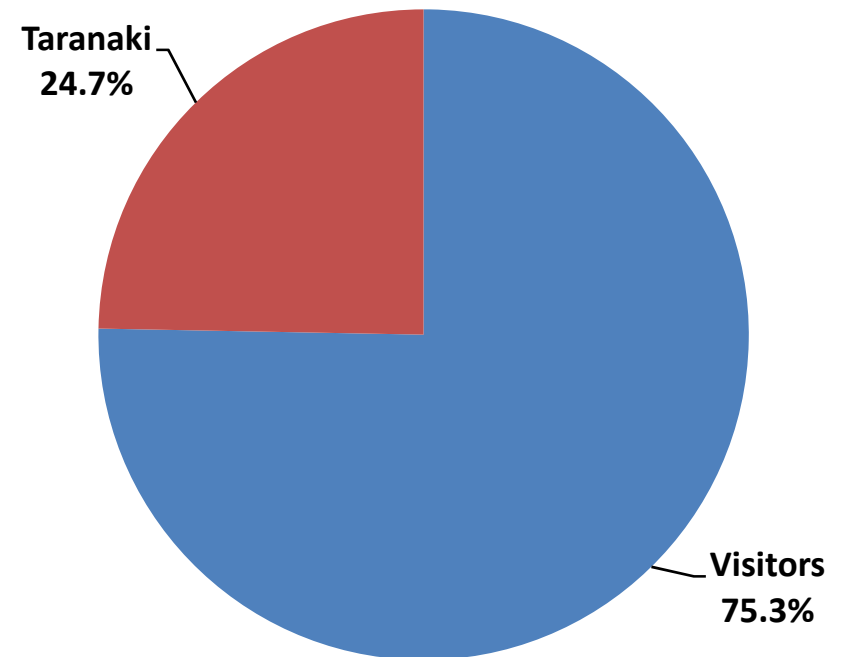
Audience profile

Audience: **Ticket sales**

**Total ticket sales
(both concerts): 34,045**

Visitors: 25,622 (75.3%)

Taranaki residents: 8,423 (24.7%)

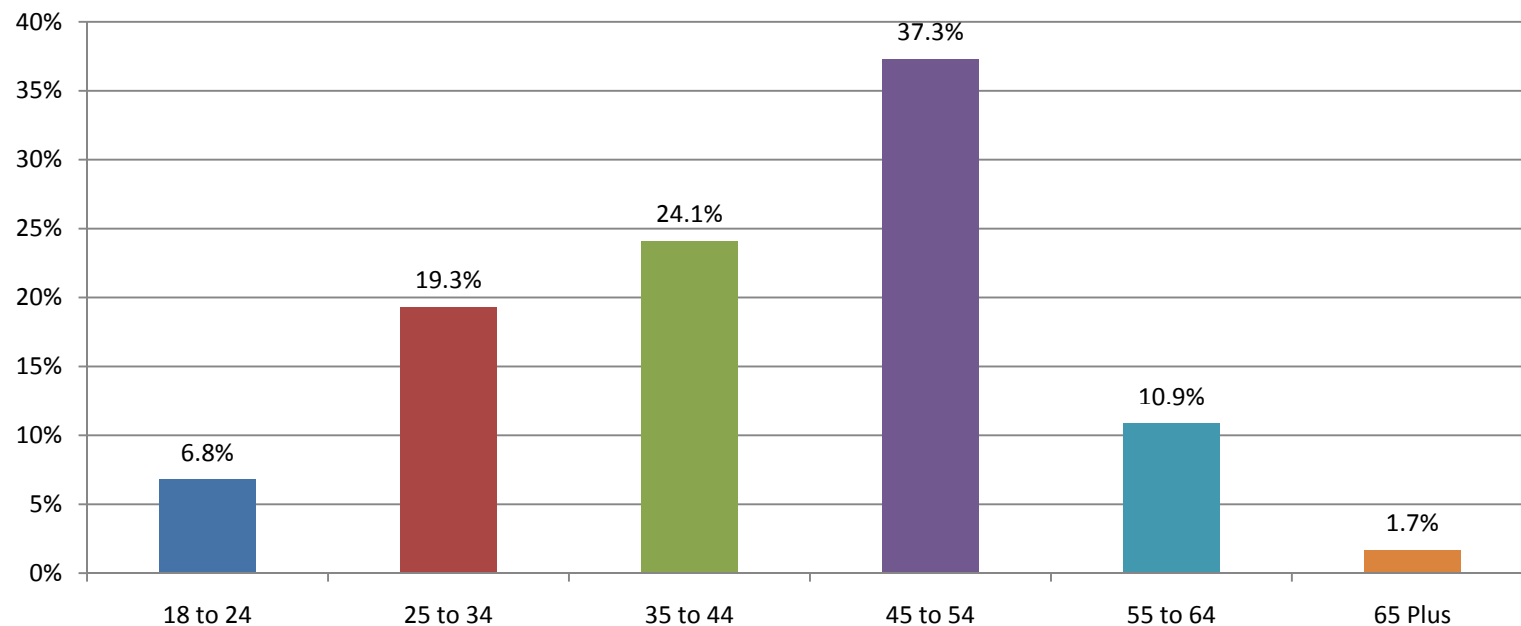


Source: Ticket sale data

Audience: Age

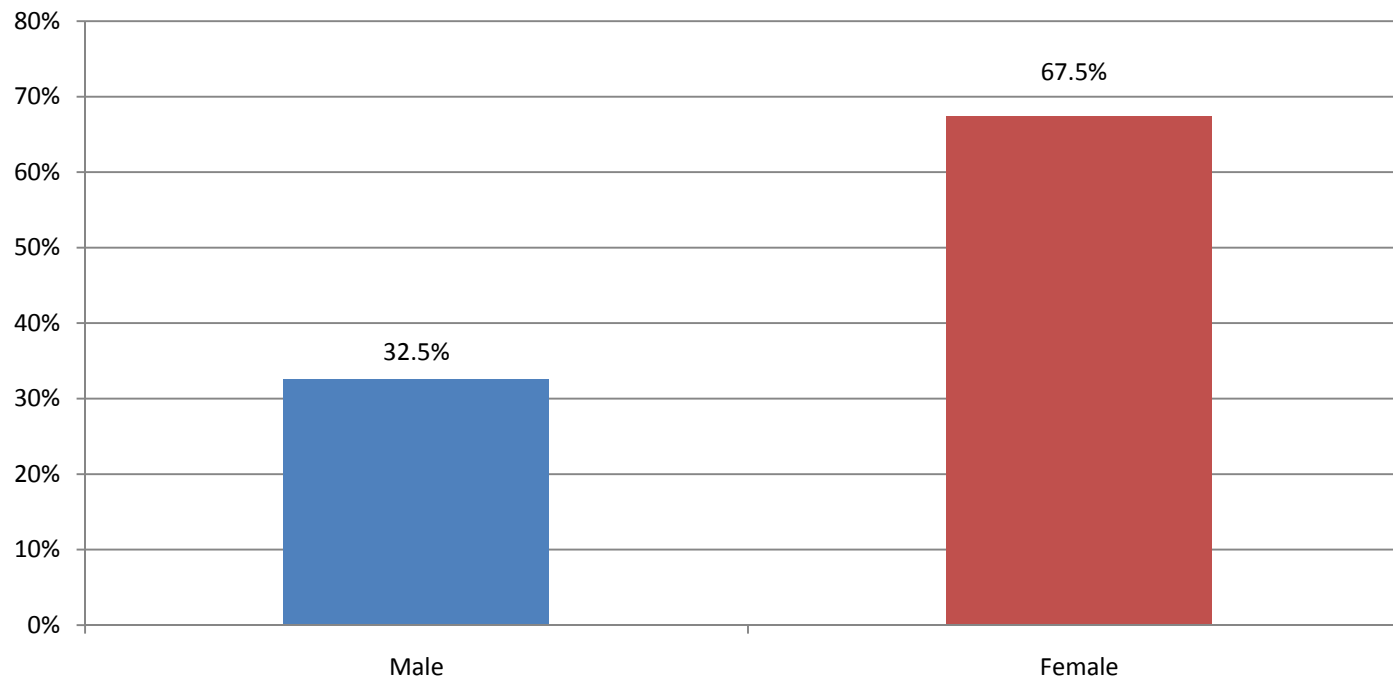
The majority of concert attendees were aged 35yrs – 54yrs (61.4%)

Age of concert goers



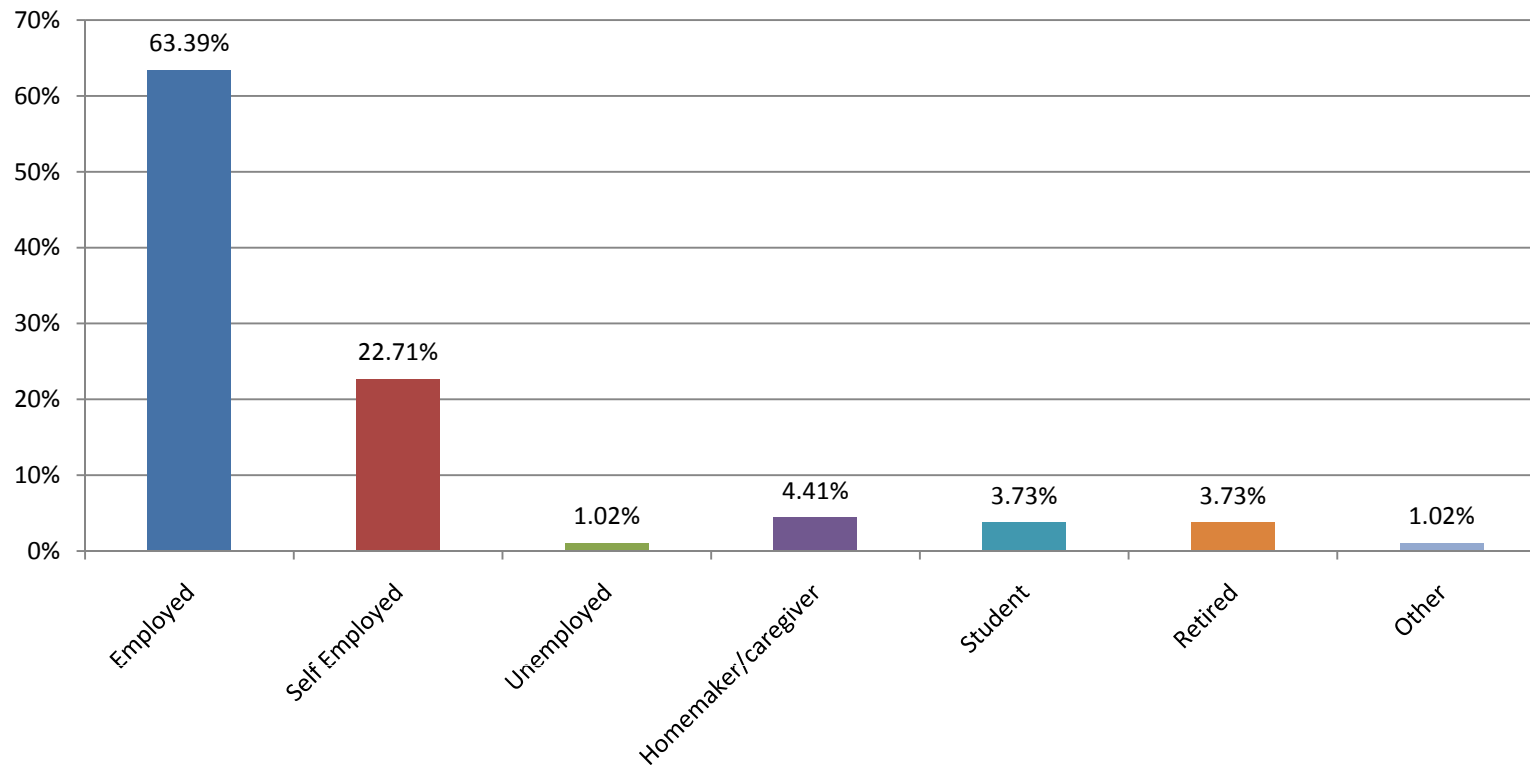
Audience: Gender

Over two-thirds of the attendees were female.



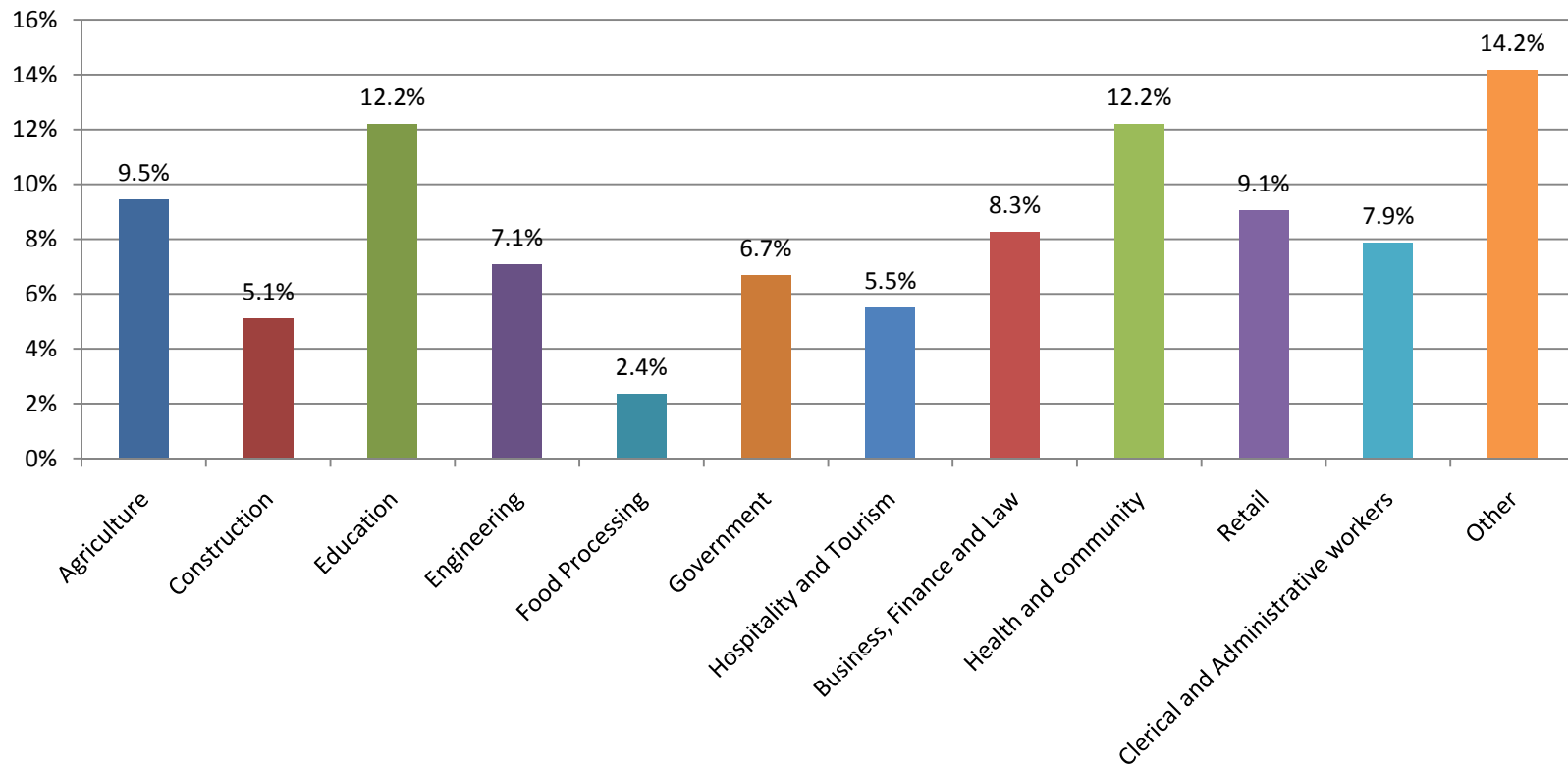
Audience: Employment

86.1% of people were either Employed or Self-employed



Audience: Employment type

Audience stemmed from a variety of occupations/industry sectors.



Audience: Place of residence

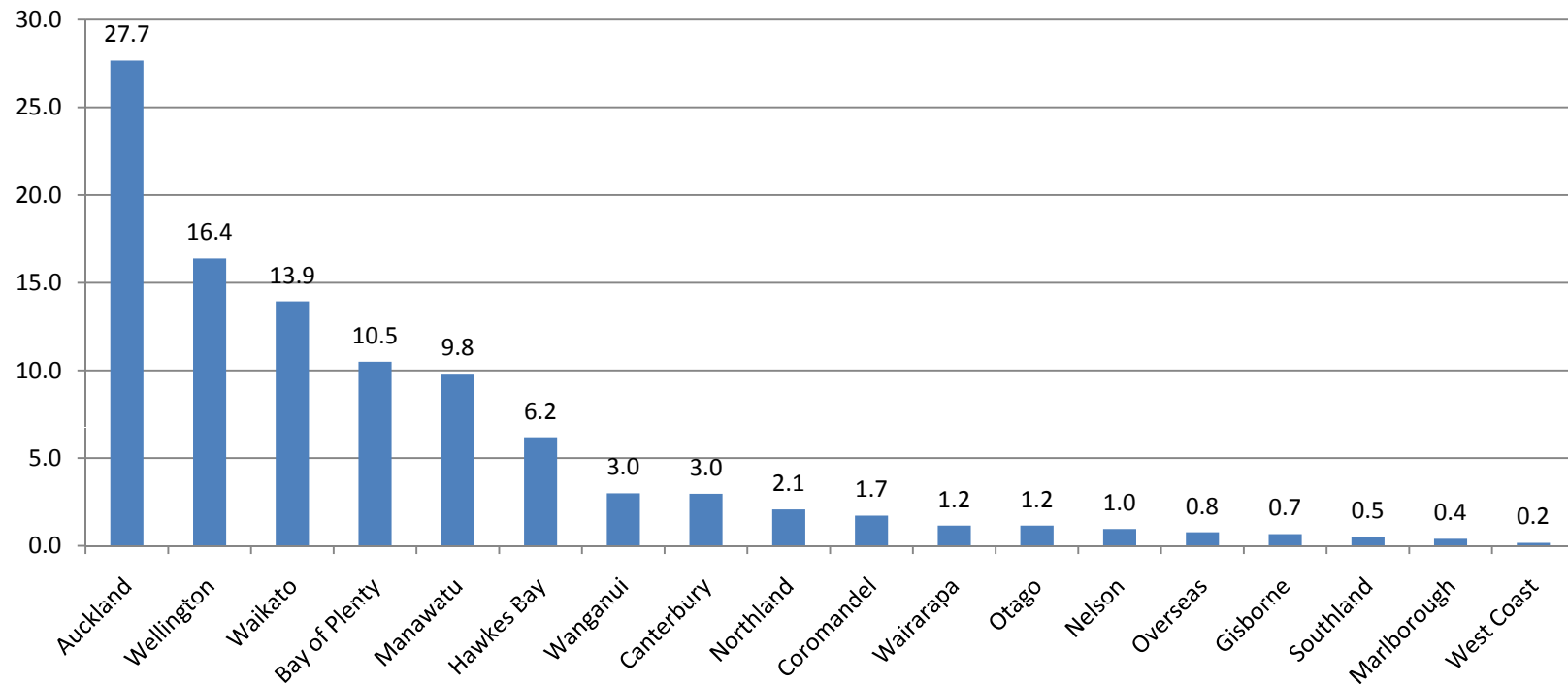
Auckland (27.7%)

Bay of Plenty (10.5%)

Wellington (16.4%)

Manawatu (9.8%)

Waikato (13.9%)

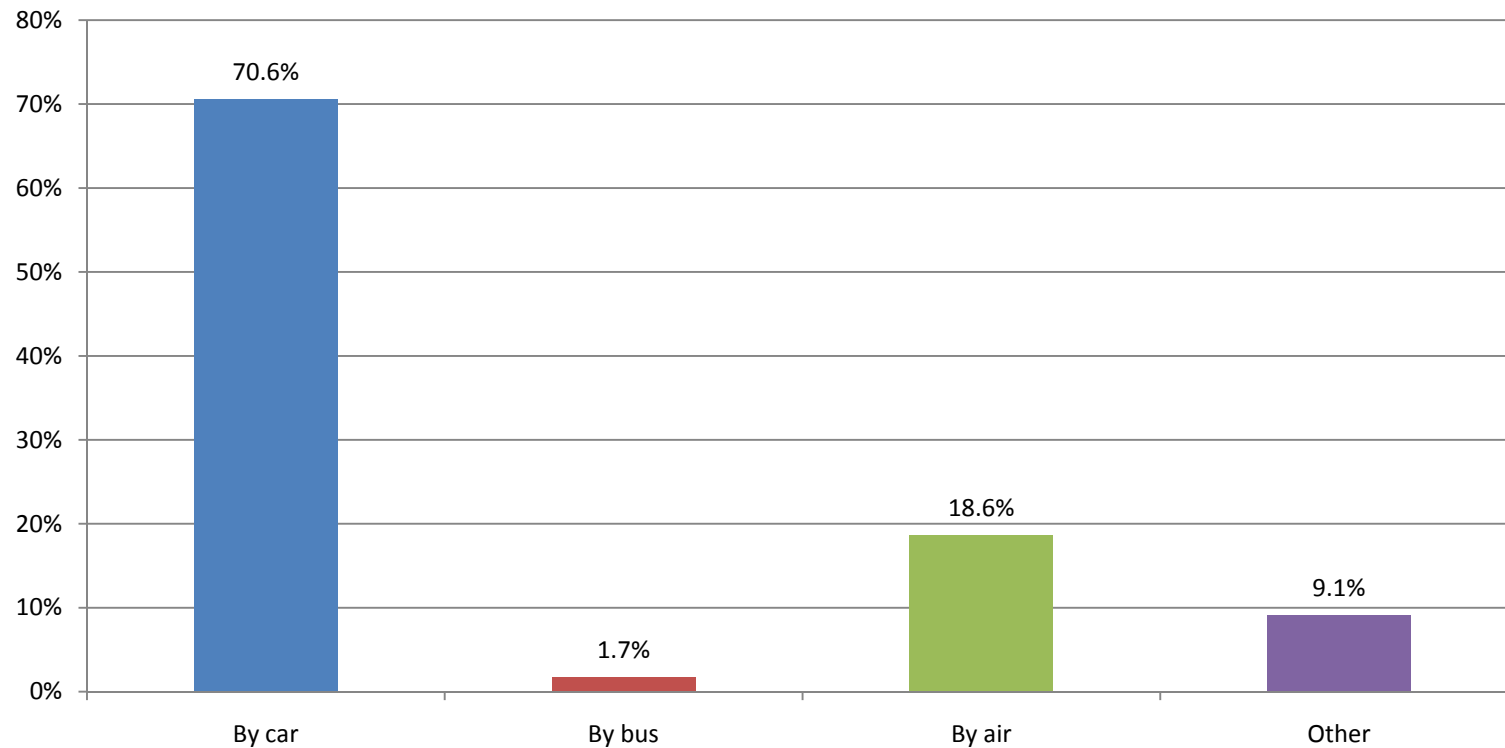


Source: Ticket sales



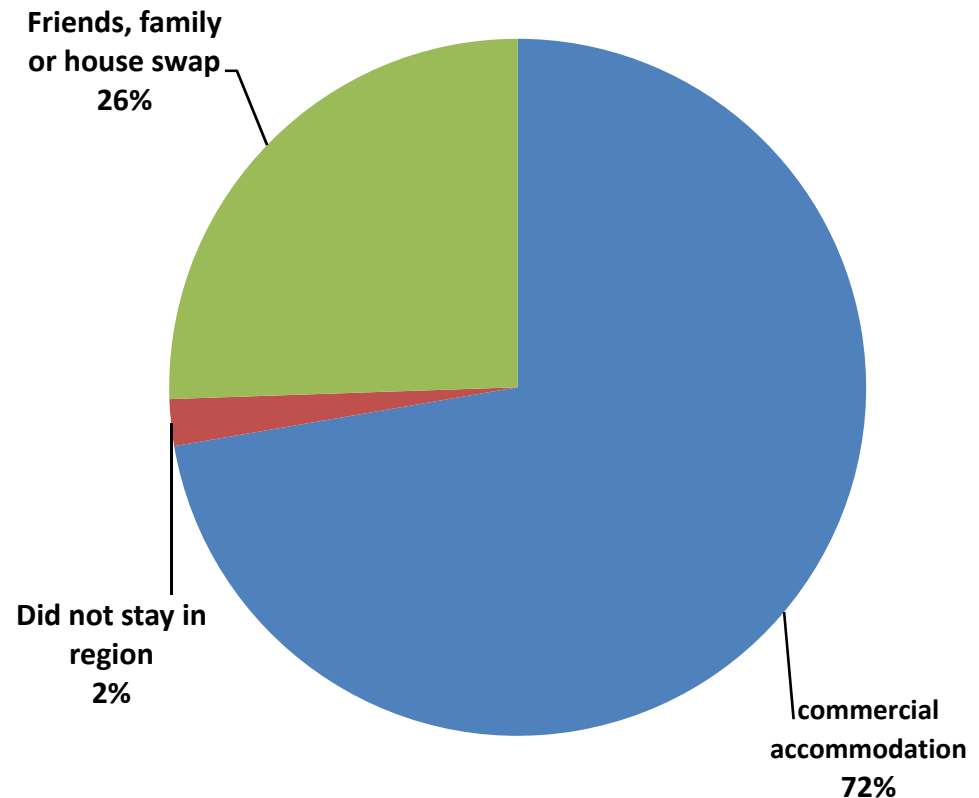
Audience: How they got to Taranaki

Most visitors arrived via road (70.6% by car); Some via air (18.6%)

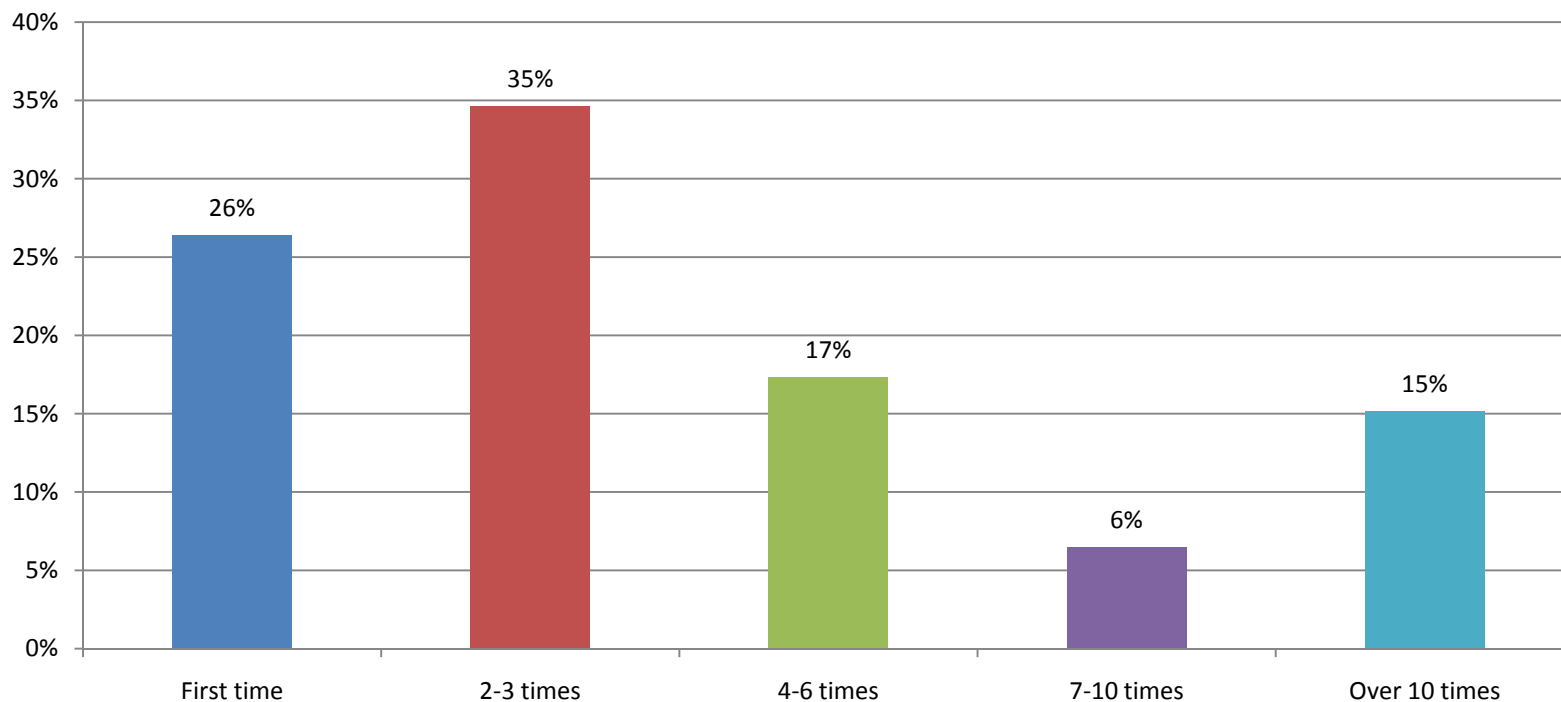


Audience: Accommodation

- 97.8% of visitors stayed at least one night in the region
- Average length of stay was 1.76 nights
- 72.2% stayed in commercial accommodation

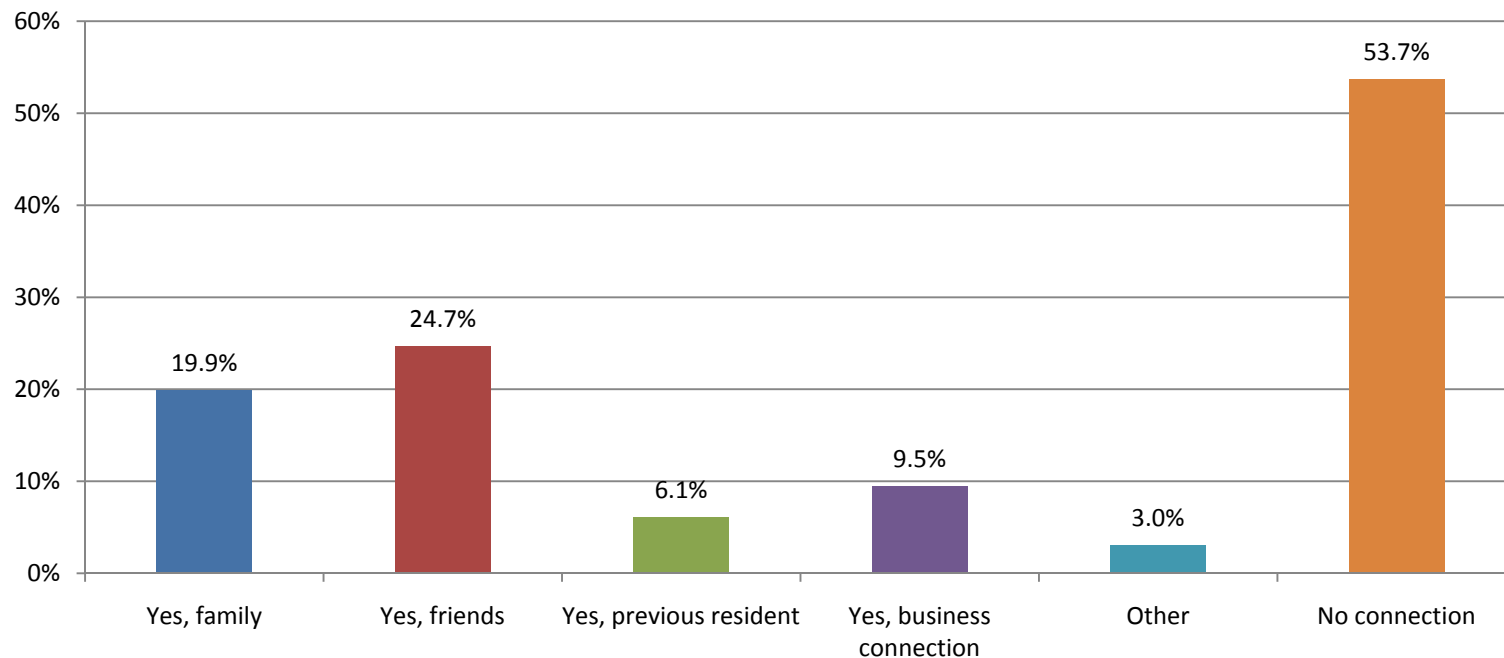


26% of visitors had never visited Taranaki before



Audience: Connection with region

- 53.7% of visitors had no previous connection with Taranaki
- 44.6% had friends or family here
- 9.5% had business connections





Economic Impact Analysis

Economic Impact Analysis

- **Economic impact:** the net change in the local economy directly attributable to an event taking place.
- **Quantifies:** benefit (\$) of holding the event that would not have occurred had the event had not taken place.
- **Data sourced from:** ticket sales, Touchpoll survey, event expenditure (conservative), economic analysis
- **Approach adopted a 'hard-nosed' approach**
 - Removal of 'outlying' variables;
 - Expenditure from Taranaki attendees excluded – only additional expenditure from visitors utilised.

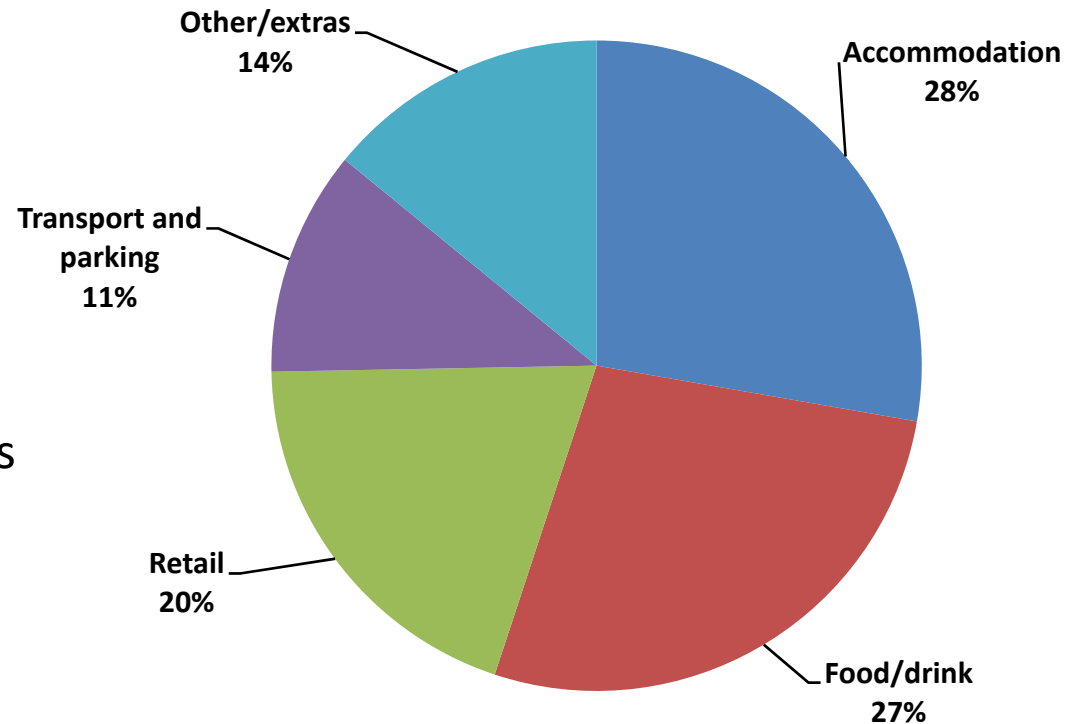
Economic Impact Findings

- **Total direct expenditure:** **\$10.85m**
Includes visitor and event organisation expenditure relevant to the analysis. The majority was due to visitor expenditure.
- **Total revenue with multipliers:** **\$23.08m**
This total spend is the initial boost received by the Taranaki economy as a result of the event, before costs are factored.
- **Total value added :** **\$9.56m**
Actual final value of core economic benefit to Taranaki.
This expenditure would not have happened in Taranaki had the Fleetwood Mac concerts not occurred.

Visitor Expenditure

Many sectors benefitted from the concert:

- Accommodation
- Hospitality
- Activities
- Attractions
- Transport
- Retail good and services
- Entertainment
- Construction

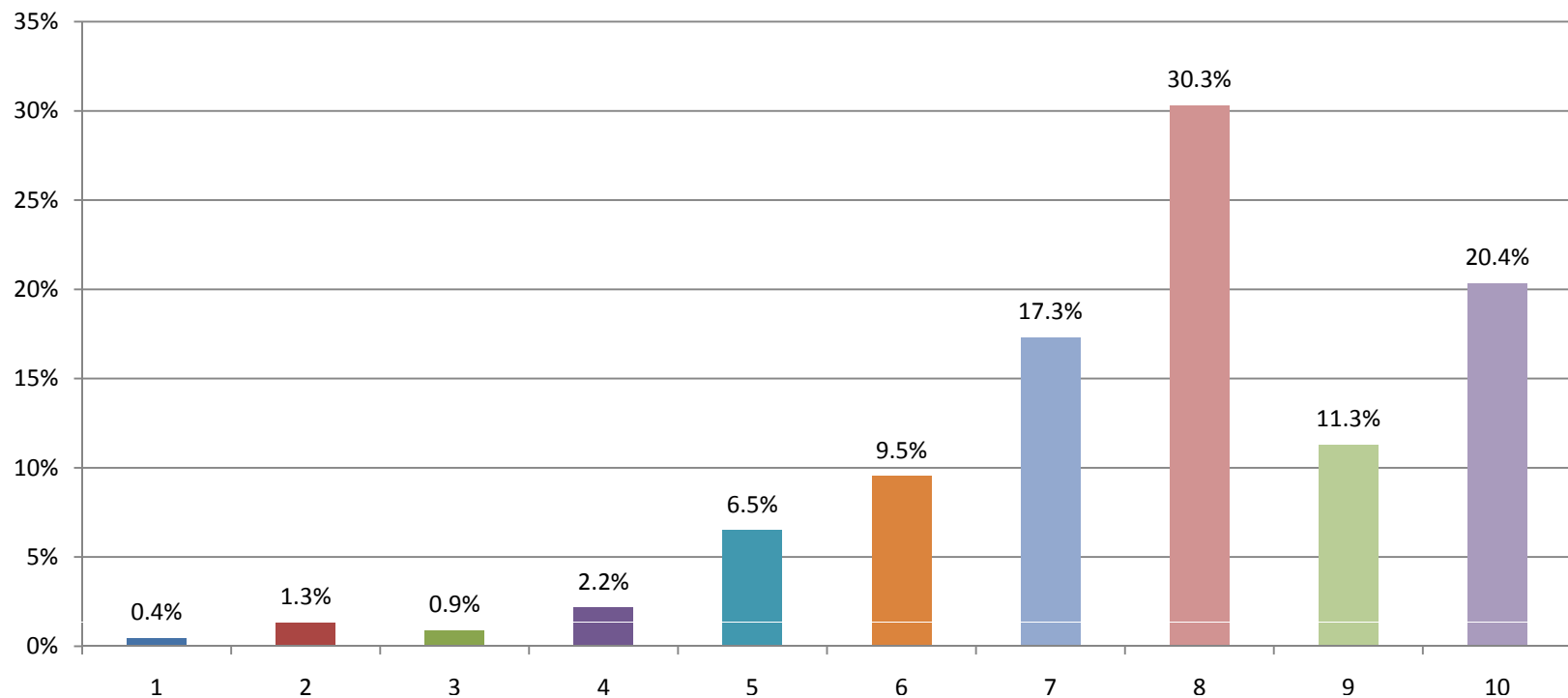




Visitor Perceptions

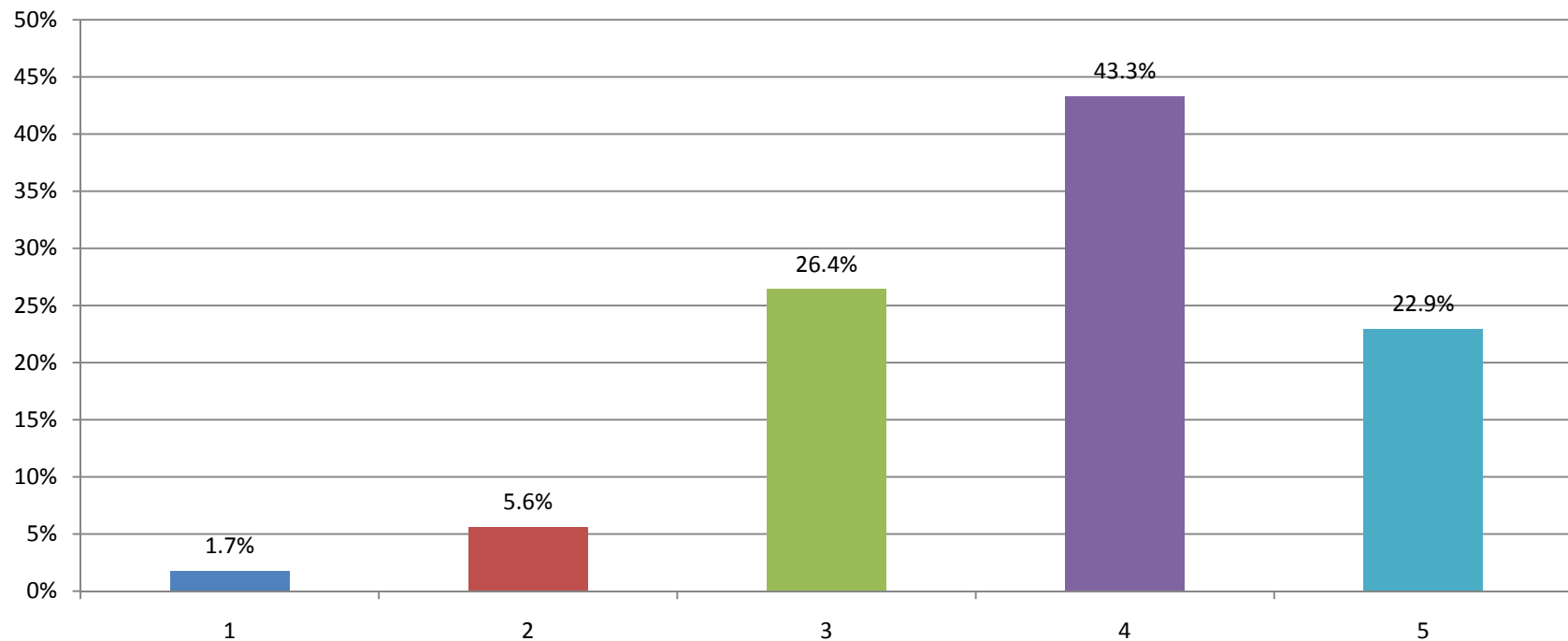
Visitors had a good time

79.3% rated their Taranaki concert experience 7 (or more) out of 10.



Visitors rate Taranaki for vibrancy

Vibrancy rating of Taranaki by Visitors on 1-5 scale (where 5 is very vibrant)

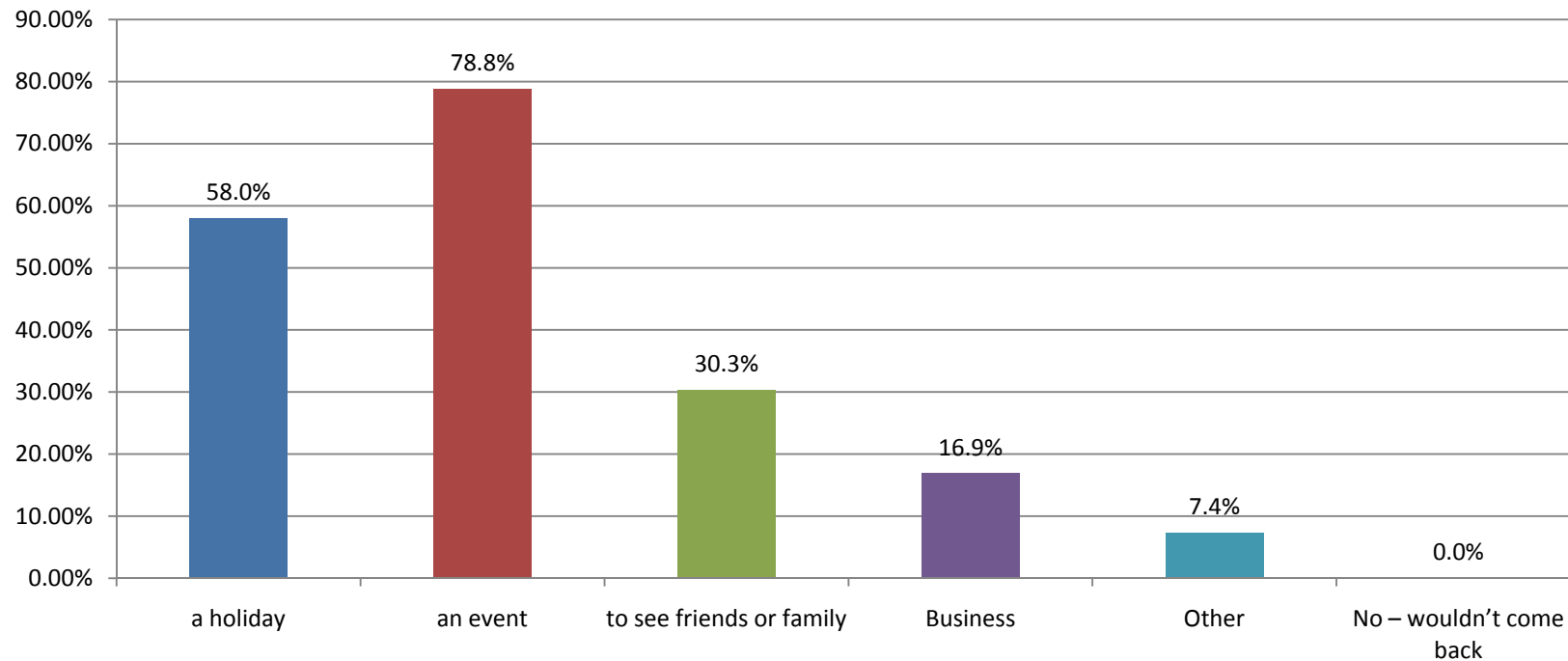


Visitors would return for...

Events (79%)
Business (17%)

Holiday (58%)

Friends/family (30%)

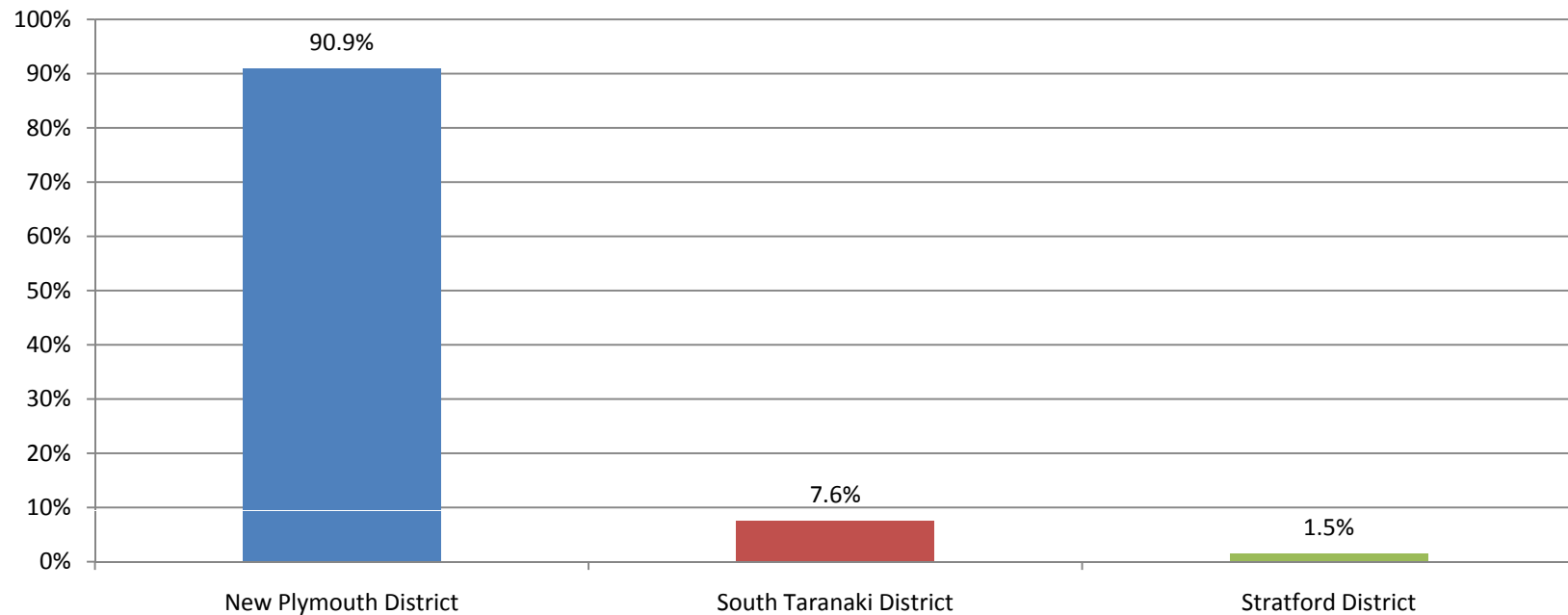




Resident Perceptions

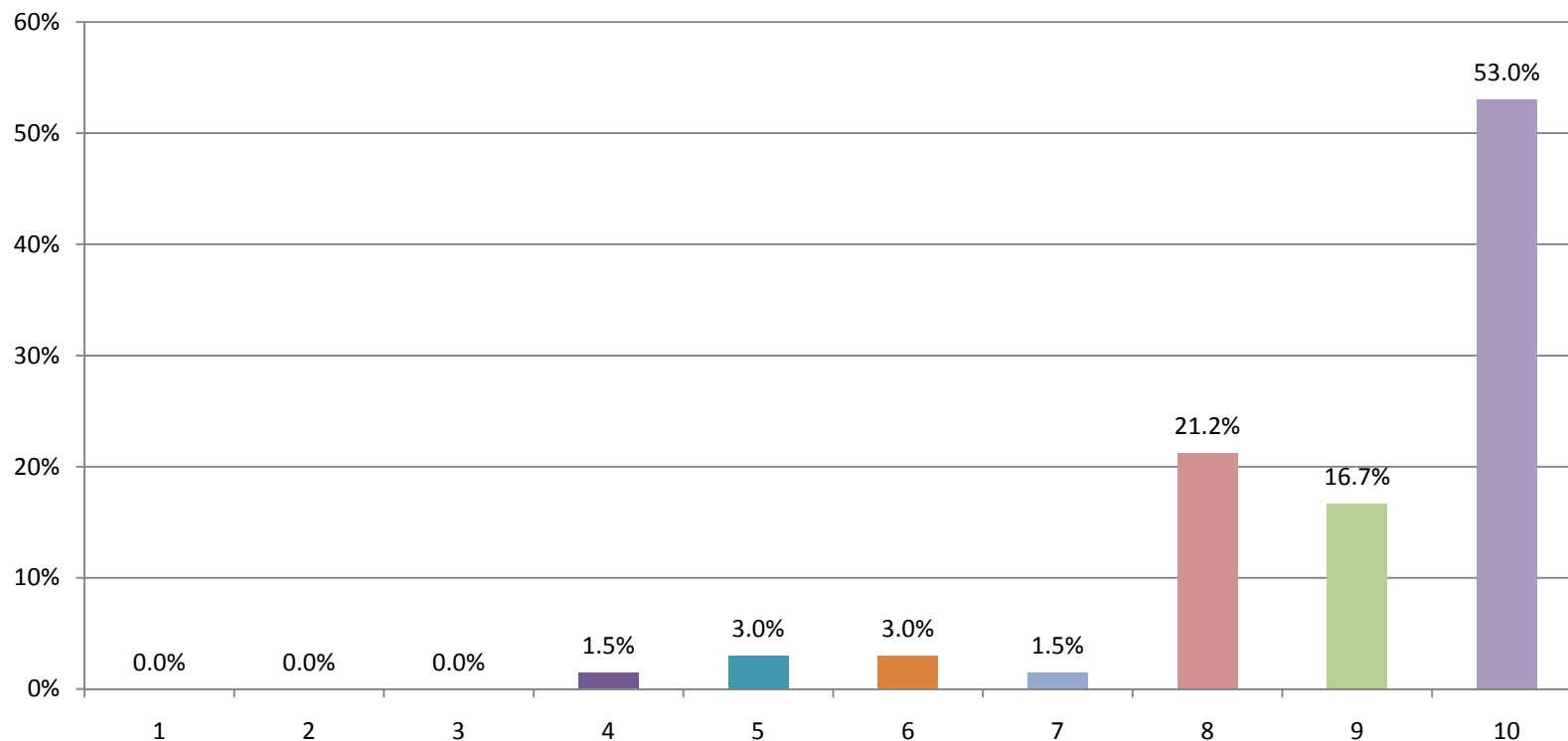
8,423 Taranaki residents attended

91% came from the New Plymouth District



Taranaki attendees believe that

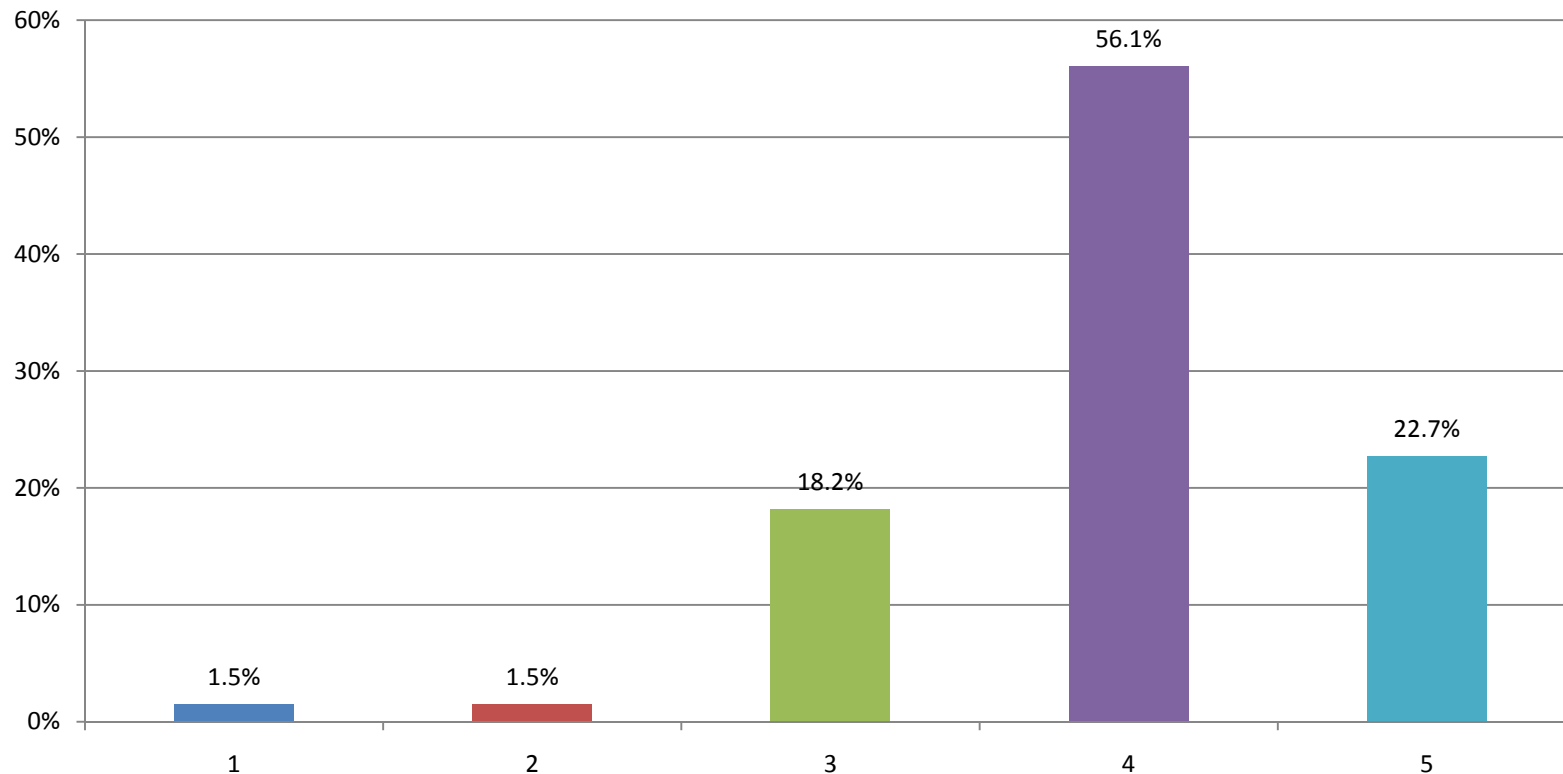
Events are important to region's vibrancy



1 = not important, 10 = extremely important

Taranaki attendees believe that:

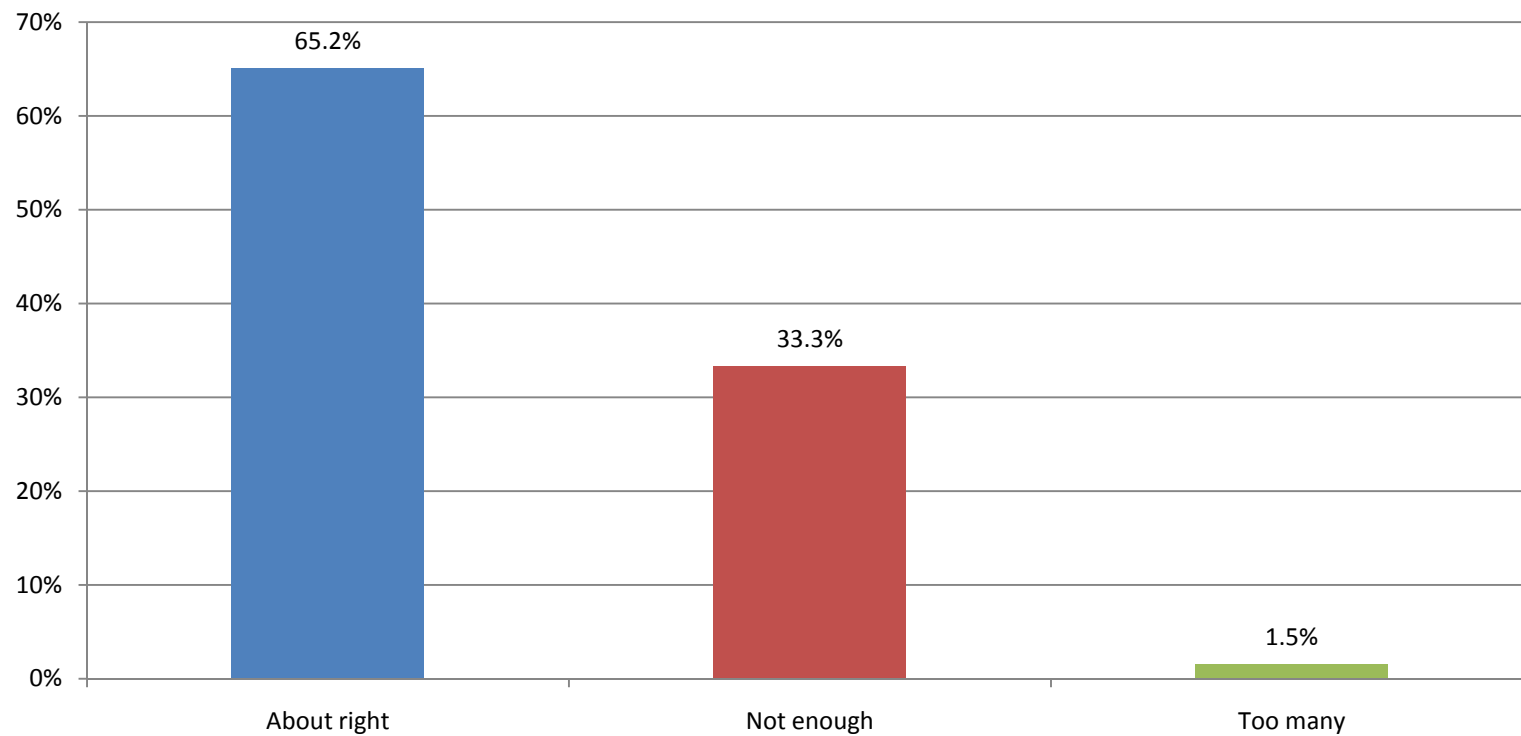
Taranaki is a highly vibrant region



1 = not vibrant, 5 = extremely vibrant

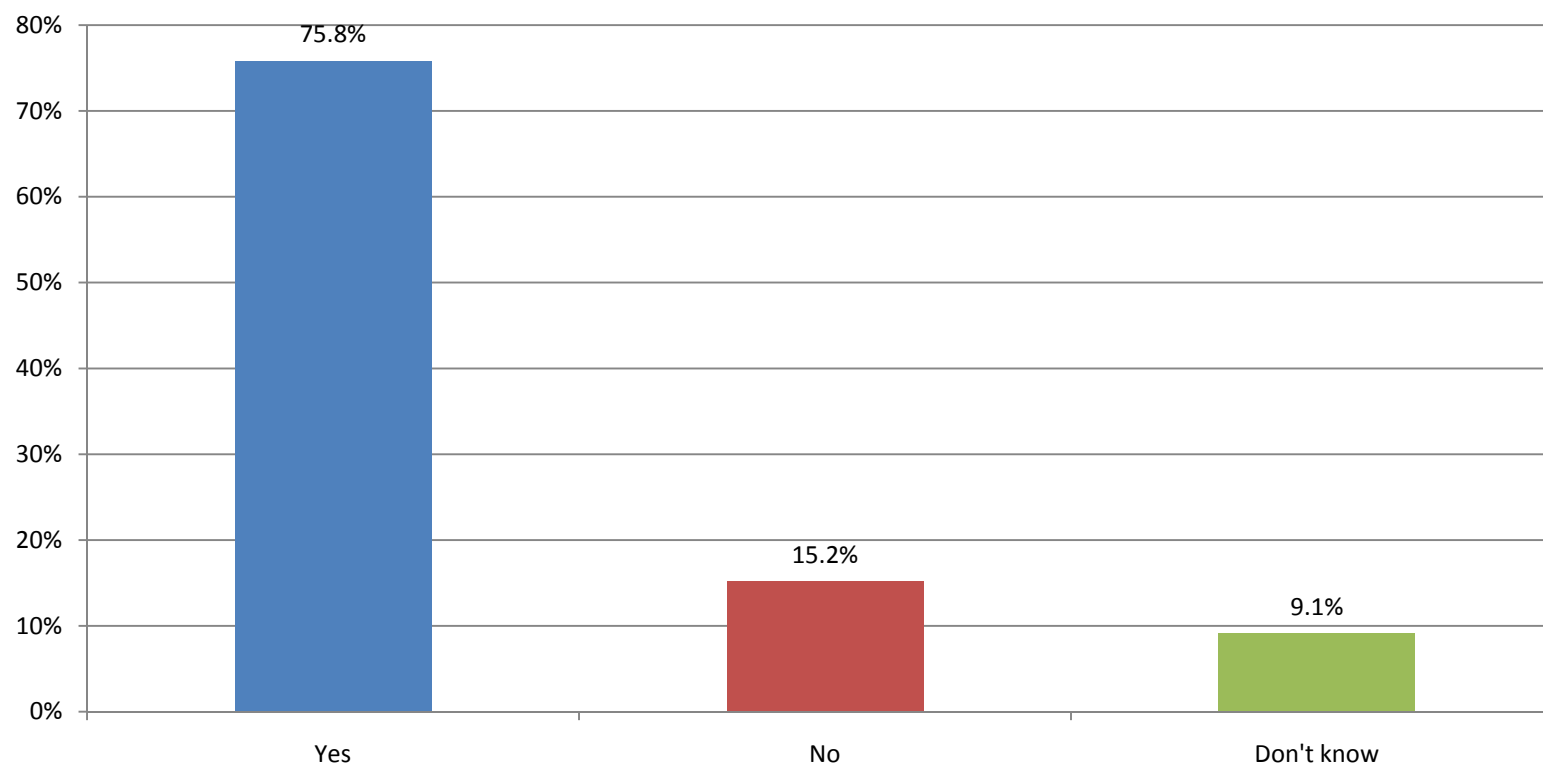
Taranaki attendees believe that the:

Number of events is about right



Taranaki attendees believe that:

Variety of events about right





Taranaki's Opportunity

Benefits **beyond quantified outcomes**

- The concerts drew national and international media attention.
- Attracted people to the region:
 - Who had never been here before
 - Skilled and employable – links to skills attraction strategies
 - With links to the region through family, friends, business
 - Who want to come back
- The concerts positively influenced perceptions of the region
- Taranaki benefits: pride, vibrancy, feel good factor
- Provided a much needed financial injection and confidence boost

Benefits for Taranaki

Events are important to the Taranaki regional economy:

- Integral to Visitor Strategy: attract visitors to the region
- Integral to Skills Strategy: attraction/retention of people and skills
- Demonstrated economic impact from events – direct and downstream
- Events can positively influence perceptions of the region
- Enhances likelihood of return: holiday, job, business, lifestyle, retirement
- Enhances Taranaki's profile/visibility on the national stage
- For residents: regional pride, liveability, vibrancy, social benefits
- Long term impact: more people, more jobs, more growth

Benefits for Taranaki

Events are important to the Taranaki regional economy:

Estimated net impact of all
events supported by Major

Events Fund 2009-2010:

\$30 million

Amount allocated to Major Events Fund:

\$850,000



Opportunities for Taranaki

- **The event would not happen in Taranaki without intervention,**
 - The Major Events Fund required to support events
 - Venue attractions alone cannot compete
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