

The economic impact of Sunderland signature events 2018

**Victoria French
Head of Events**

The Tall Ships Races Sunderland

10th – 14th July 2018



30th Sunderland Airshow

27th – 29th July 2018





50 Ships Representing 16 Countries

- **Class A – 17**
- **Class B – 18**
- **Class C – 11**
- **Class D – 4**



Shtandart (A)



Etolie (B)



Vahine (C)



Rona II (D)

In the region of 1.2million visitors



Amazing Cultural Programme



Media Coverage

3 Nov 2014

Initial media value target £4 million

- Regional Print: £2.26m
- National Print: £0.524m
- Magazines: £0.356m
- National Broadcast: £0.241m
- Regional Broadcast: £0.957m
- Social Media: £1.49m

Value = £5.828m

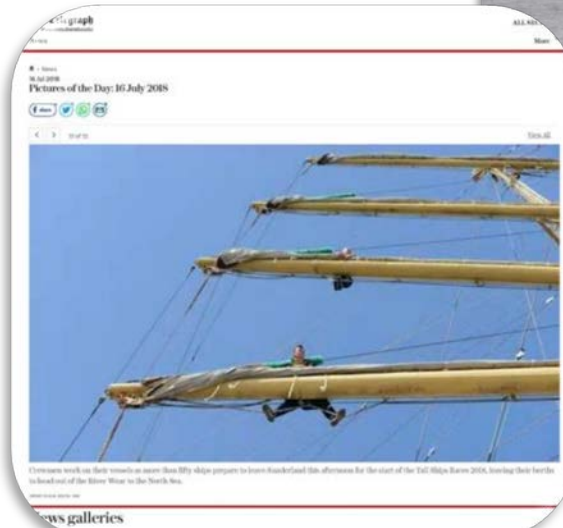
*Advertising Value Equivalent (AVE)

01 April 2017 - Sept 2018

- News items: 3,455
- News reach: 41.88 million
- News sources: 229

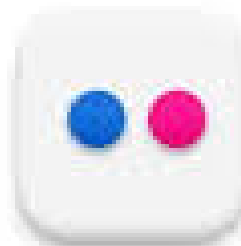
Media Attending

- Accredited media 184
- Media organisations attended 41



Social Media (10-14 July)

- 84 Facebook posts reaching 250,000 people
- 321,980 website hits in 5 days
- 149 tweets earning 560,000 impressions



Visitor Profile

300 visitors were interviewed for their opinions on their visit. This sample would give a confidence level of 95% and a margin of error of +/-5%

Visitors tended to be:

- From the North East
- Aged over 56
- Travelled by train or on foot
- **The Tall Ships** was the main reason for visiting for 1 in 3 respondents.
- 1 in 10 stayed overnight, with the average stay 3 nights. Most stayed with friends or relatives.
- Visitors wanted to maximise their experience with a good spread of visits to all the zones and more than half of visitors saying they planned to spend 2 days or more at the event.
- Websites, social media and advice from friends and relatives were the main sources of information.
- Most had an experience which they expected or was better than they expected.
- 1 in 5 rated the event 9 or 10 out of 10.

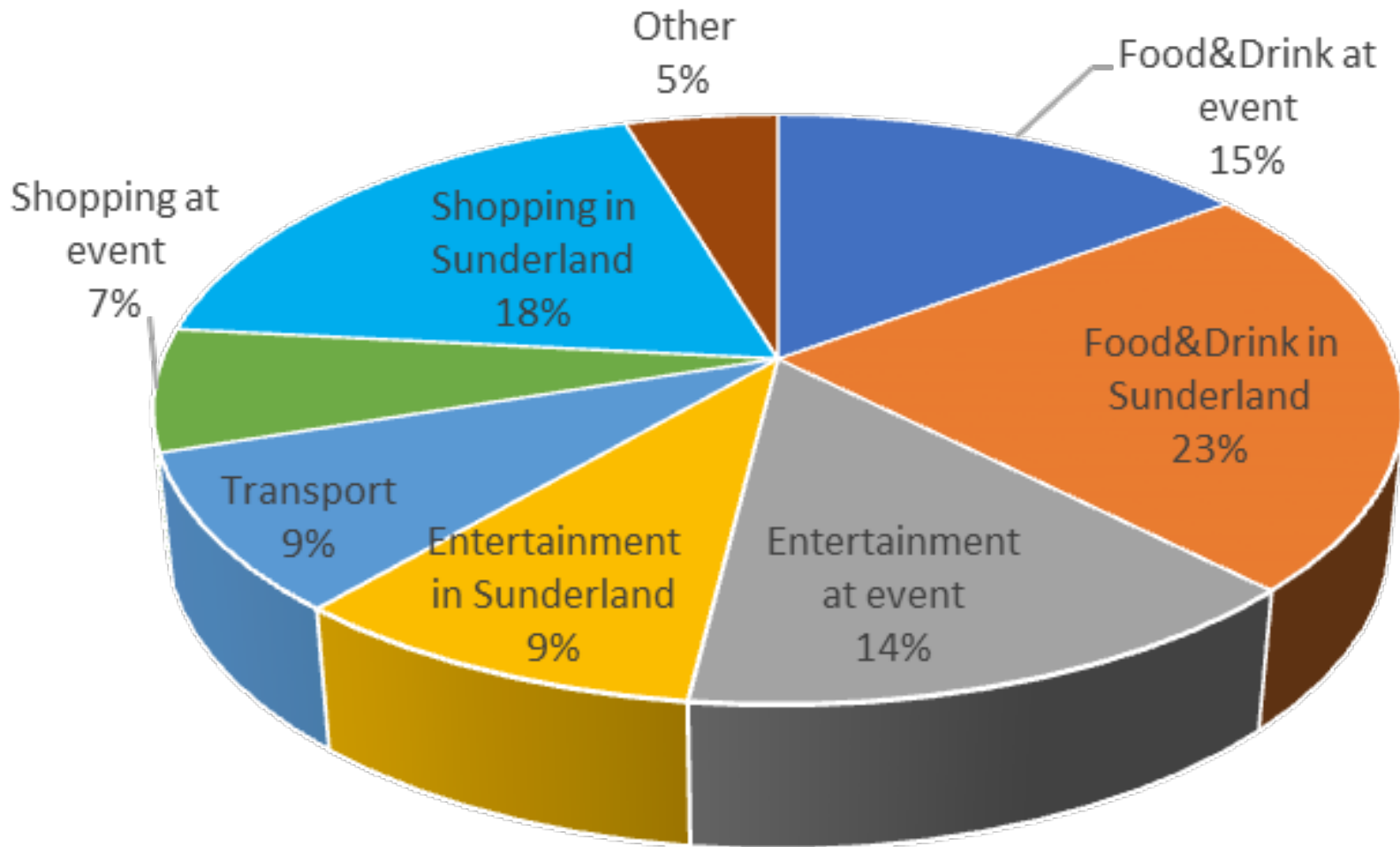
What visitors liked



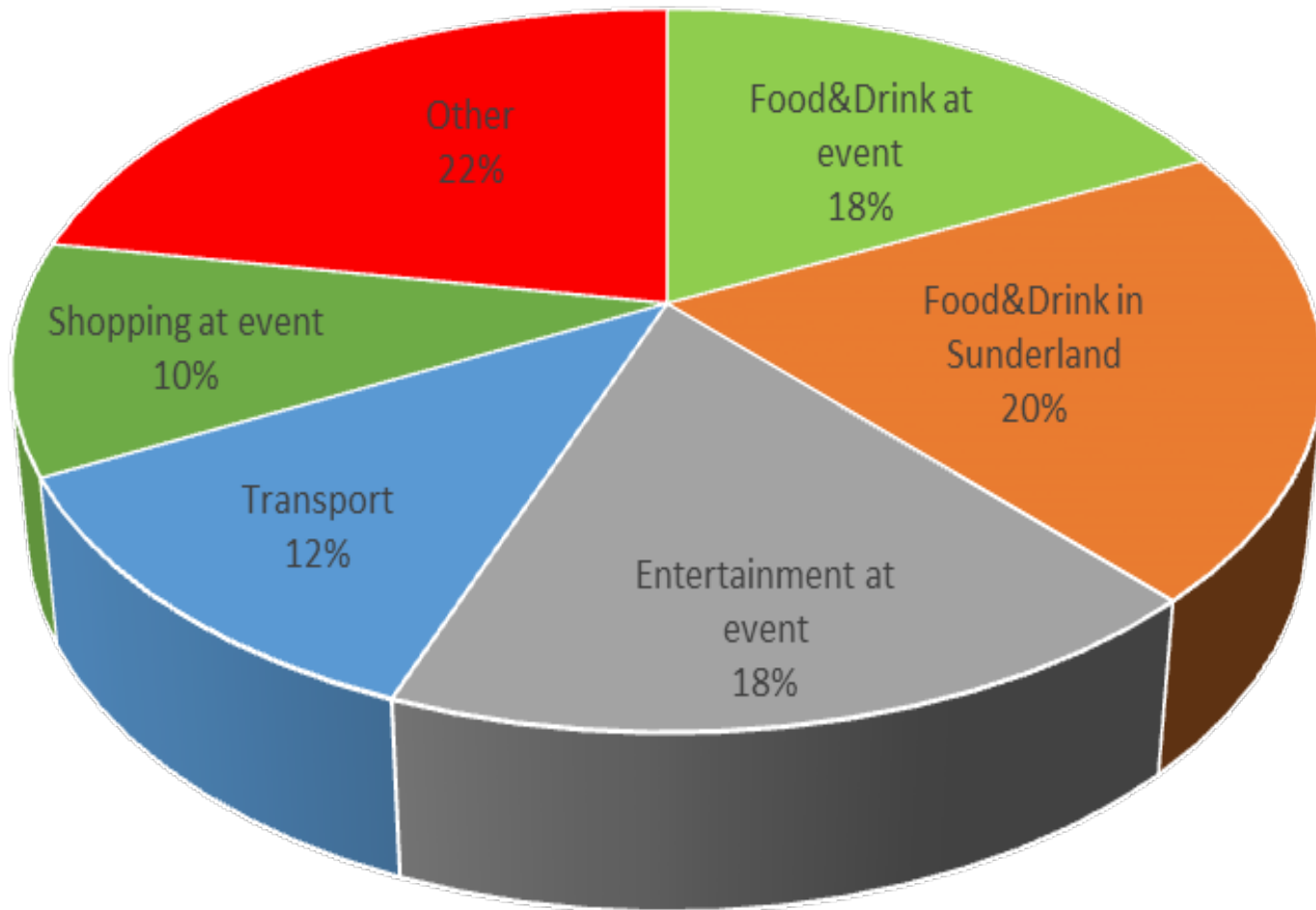
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Sunderland residents

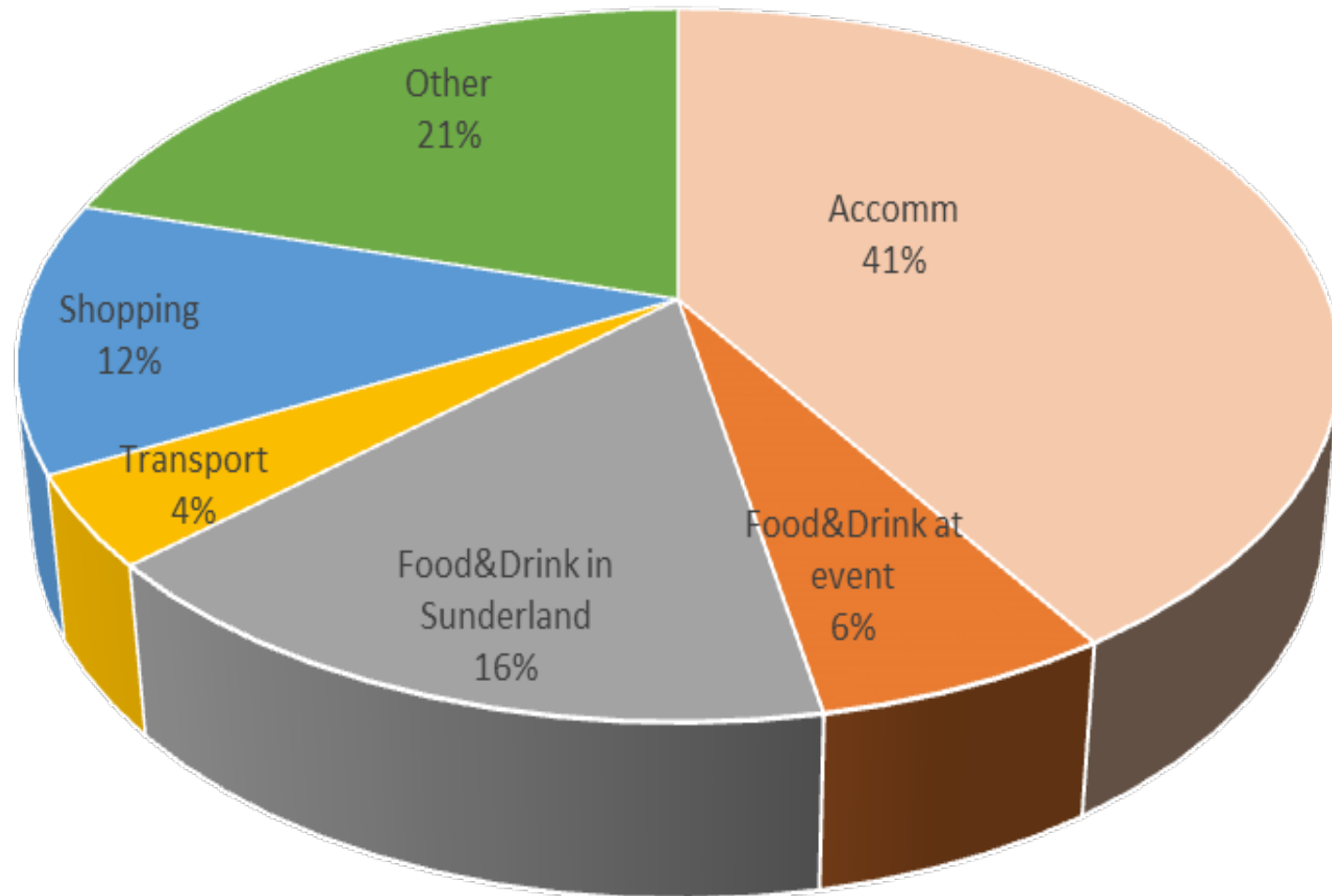
£8.54 per person



Non-resident day visitors £6.50



Overnight visitors per person £21.90



Just as we planned it !!





30th **Sunderland** Airshow 2018



1 mile of event space



Estimated 600,000 visitors across 3 days



Media & Social Media

Facebook coverage:

- 1,915 new followers between 25-29 July
- Posts reached 140,602 people in week of the event
- Facebook Live videos very popular, one of Red Arrows on Saturday has been viewed over 50,000 times
- 36 Facebook posts on event days

Twitter:

- 1489 new followers
- 105 tweets sent on event days
- 698.6K impressions from 24-29 July

- 3 media partners - BBC, Sun FM and Sunderland Echo

- Accredited media attending - 50

- Audience reach 9.83m

- Regional media £0,233m

- National Media £0.174m

- Magazines £0.045m

- Social Media £1.0m

- Other £0.038m

- **PR Value £1.49m***

*Advertising Value Equivalent

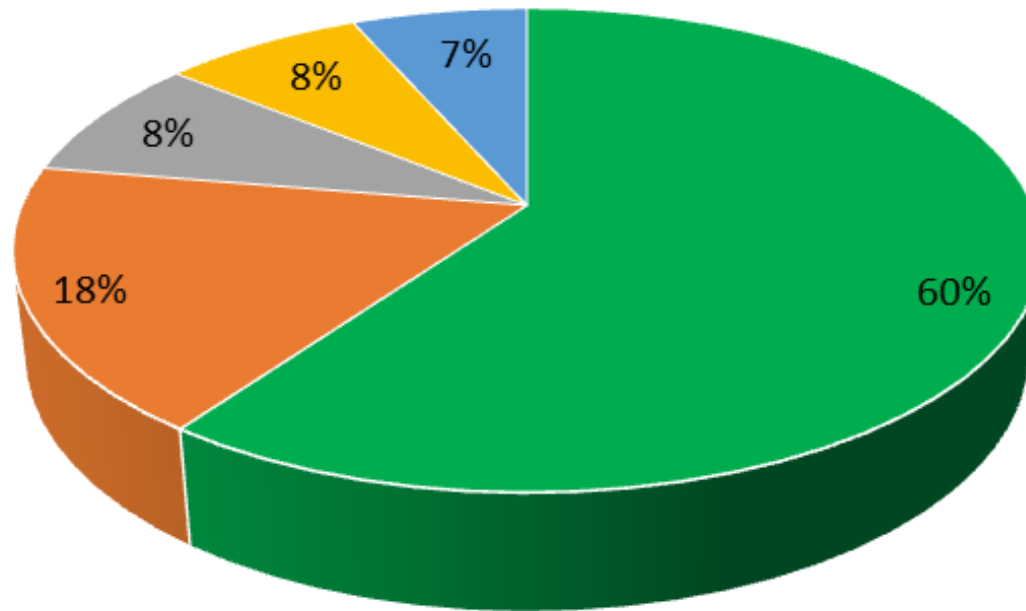
Visitor Profile

300 visitors were interviewed for their opinions on their visit. This sample would give a confidence level of 95% and a margin of error of +/-5%

Visitors tended to be:

- From the North East, mixture of ages and household incomes.
- Travelled by car or walked
- They spent on average 4 hours on their trip.
- 18% stayed overnight, with the average stay of 3 nights. Most stayed in accommodation in Sunderland.
- 55% day visitors from Sunderland itself
- Visitors saw the event promoted through social media and on posters.
- Most had an experience which they expected, or was better than they expected.
- 95% would recommend the Airshow as a 'great event' to friends and relatives.
- Just over a third rated the event 9 or 10 out of 10.
- 94% of visitors would return to the event.

Sunderland residents – £12.08 per person



■ Food & drink at event: (£'s)

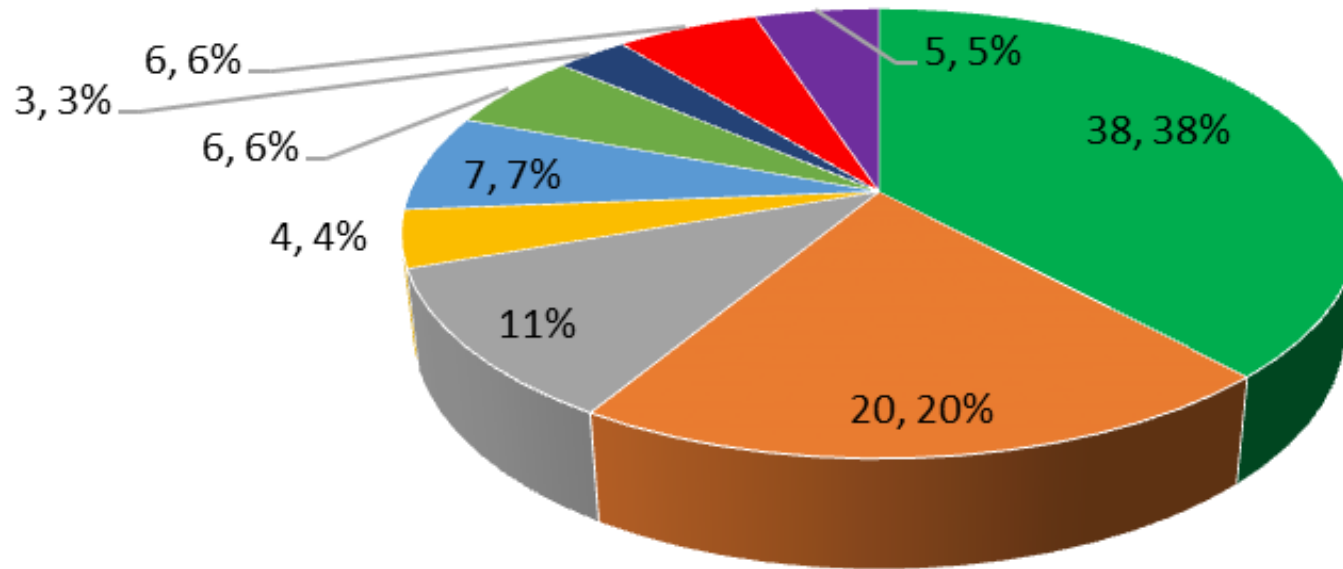
■ Transport to event: (£'s)

■ Other costs at event: (£'s)

■ Entertainment at event e.g. rides: (£'s)

■ Shopping at event: (£'s)

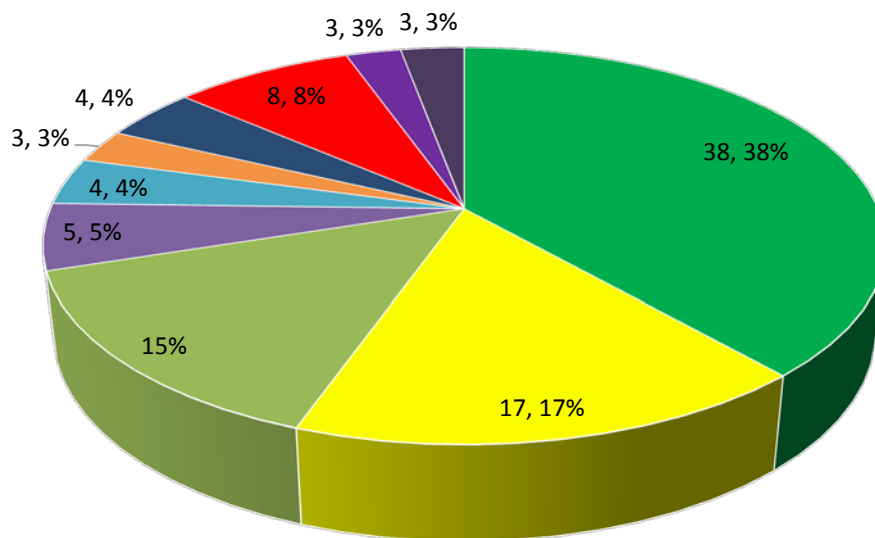
Non resident day visitors - £6.50



- Food & drink at event: (£'s)
- Entertainment at event e.g. rides: (£'s)
- Transport to event: (£'s)
- Shopping in Sunderland: (£'s)
- Other costs in Sunderland: (£'s)

- Food & drink in Sunderland: (£'s)
- Entertainment in Sunderland: (£'s)
- Shopping at event: (£'s)
- Other costs at event: (£'s)

Overnight visitors - £31.36 per person



■ Accommodation: (£'s)

■ Food & drink at event: (£'s)

■ Food & drink in Sunderland: (£'s)

■ Entertainment at event e.g. rides: (£'s)

■ Entertainment in Sunderland: (£'s)

■ Transport to event: (£'s)

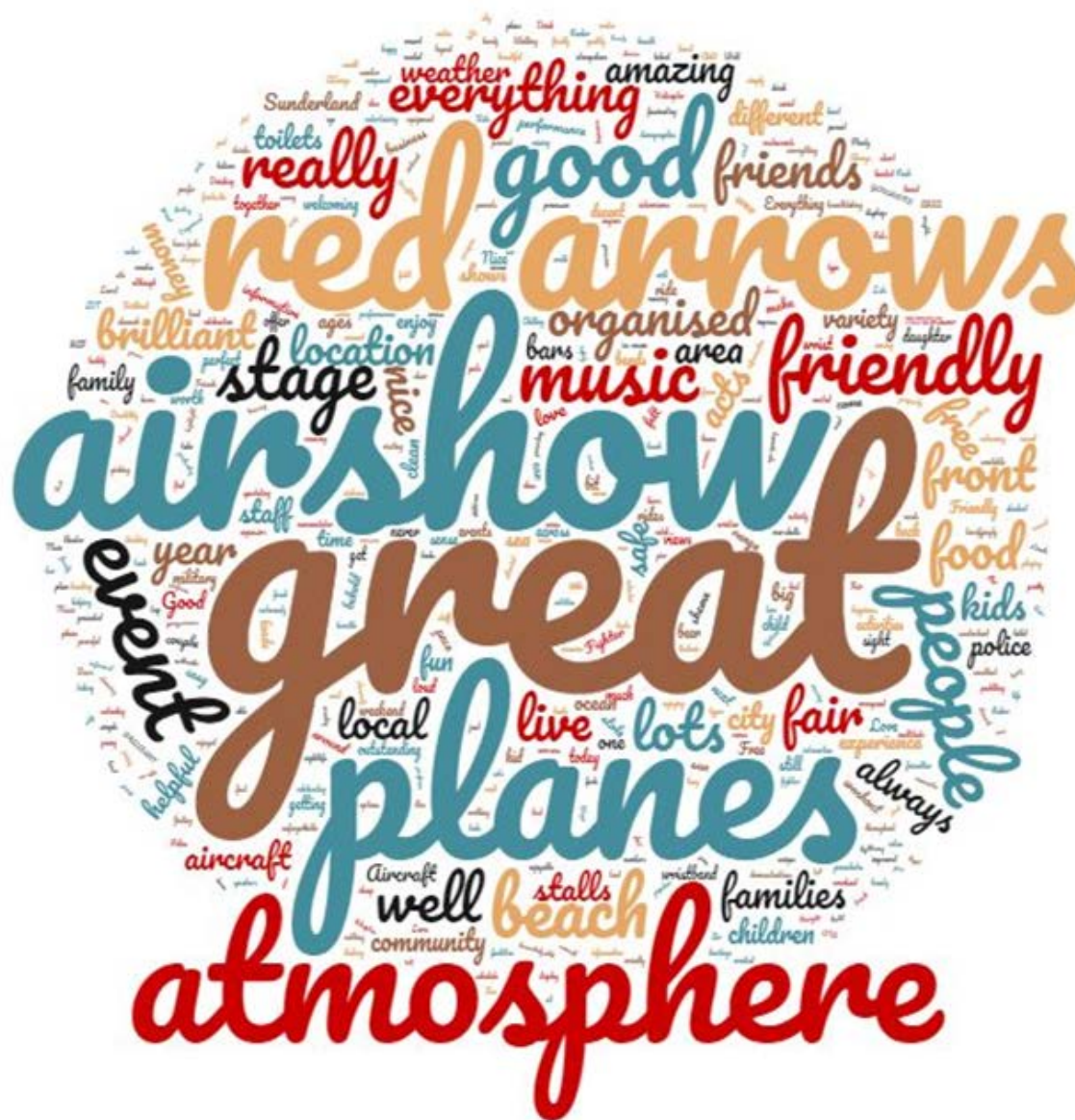
■ Shopping at event: (£'s)

■ Shopping in Sunderland: (£'s)

■ Other costs at event: (£'s)

■ Other costs in Sunderland: (£'s)

Visitor comments





The positive financial impact from 2 of 3 signature events in 2018



Contribution to Sunderland's Economy £19.3m

Return on financial investment £1 : £3.36

Advertising value generated £7.29m

Return on PR investment £1 : £91

Any Questions ?