

## **CENTRAL OTAGO DISTRICT COUNCIL**

**DATE:** 24 April 2008

**SUBJECT:** **Rural Art Deco Research Survey Report  
(EDT 01-02-11)**

### ***Purpose***

The purpose of this report is to summarise the outcomes of a visitor survey at the 2008 Rural Art Deco event. The primary purpose of the survey was to evaluate the economic impact of the event to the Maniototo community.

### ***Background***

The Rural Art Deco Festival was held in February, 2008. A survey of attendees was organised for the Saturday street event. This had three purposes:

1. The primary intention was to undertake a survey to obtain credible data on the economic impact to Central Otago of the Rural Art Deco Festival.
2. It was also an opportunity to determine the relative numbers attending due to either the Art Deco Festival or the Rail Trail Duathlon.
3. This was also an opportunity to poll attendees on their enjoyment of the event.
4. The feedback is also extremely useful to organisers of future festivals.

### ***Detail***

The survey was conducted on Saturday the 23<sup>rd</sup> of February. Four researchers were engaged through the Otago Polytechnic Social club on a casual basis. These researchers were provided with an "official" name badge and "A World of Difference" t-shirt. Three of the researchers had been involved in an earlier survey. It is worth noting that surveyors were free to use initiative in terms of location.

The weather was hot and sunny with a gusty breeze.

149 valid survey forms were filled in representing the views and expenditure of 309 people. Completed survey forms were tested for consistency within and between researchers. There were no significant trends to suggest that the completed forms were not the recorded information and opinions of festival attendees.

The total direct cost of the survey was approximately \$900. This was funded from the Business Development projects budget. This does not include staff time to plan, supervise and analyse the survey. References quote a cost of

up to \$50 per completed survey to conduct interview surveys, suggesting that this survey represents an excellent return for cost.

The survey organisers estimated the attendance at the festival to be 3,500. While there is no way to independently verify this tally, one of the researchers has attended several street events in the past and was of the opinion that numbers were down on her previous attendances.

Assuming that the estimate of attendees is accurate, a sample of 149, representing attendees of 309 people equates to a confidence interval at the 5% level of +/- 5.3% on answers provided at an aggregate level. This is adequate in terms of the conclusions of the survey.

## **Results**

Major findings were:

- The main reason for being in Ranfurly at the time of the survey was the Art Deco Festival. 74% of respondents were there primarily for the festival, while the remainder were split evenly between the Duathlon and other reasons.
- Dunedin was the main source of visitors, accounting for just under 50% of total visitors. Local Maniototo residents and residents of the wider Central Otago accounted for 25% of visitors while the remainder came from all over the South Island as well as further afield.
- Of those visitors who stayed overnight (54% of total attendees) the majority (44%) stayed with friends or relatives in private homes. 24% stayed in motor caravans as part of the rally that was held in association with the festival while 14% of visitors stayed in campgrounds (both commercial and non-commercial). The remainder stayed in motels, hotels, back packers or bed and breakfasts.
- Stays tended to be short, averaging just 2.5 days for those “overnighting”.
- Total direct spending, ignoring travel and petrol costs, was estimated to be \$250,000 – or \$72 per person. This also excluded any entry fees charged. This total includes adults and minors. The largest component of this was food and beverages from cafes. This accounted for just approximately 30% of the money spent. This was followed by accommodation (20%) and shop retail (15%).
- This amount of expenditure is estimated to add 3.6 full time job equivalents to the local economy. While this includes people employed in stalls and sideshows it also includes people employed in shops, motels and cafes throughout Ranfurly and the wider Maniototo.
- The total impact is estimated at over \$380,000. This, known as the multiplier effect, recognises that in addition to direct impact, there are downstream (downstream and induced) benefits as the people making money directly in turn add to the flow of money into the local economy.

- Using the same methodology, it is estimated that the Rural Art Deco Festival creates both directly and indirectly in the order of 4.4 full time positions.
- Final estimated impacts are shown in the following table

<b>Impact Summary</b>	<b>Direct</b>	<b>Total</b>
Output	\$253,614	\$380,722
GDP	\$126,143	\$186,696
Employment (FTE's)	3.6	4.4

*(source: Butcher and Associates)*

- Expenditure patterns were interesting, in that Central Otago visitors (\$137) spent more than twice as much as visitors from Dunedin (\$60), while local residents spent a much smaller amount (\$38). The sample of visitors from other places was not sufficient to give acceptable confidence on spending patterns.
- People were also asked to make suggestions for improving the festival. Many offered no ideas while the most common response was that the event was good as it was. Suggestions for improvement included:
  - Increase the number and quality of stalls
  - More shade and more toilets
  - Hold every 2<sup>nd</sup> year
  - Have more entertainment
- Finally, people surveyed were asked to list any sponsors of the event that they could. Sponsor recognition is important for organisers to demonstrate that the event will meet sponsors objectives. Just over half of attendees could or would name any festival sponsors. 18% of people questioned named ODT as a sponsor. After that the ability to identify sponsors diminished rapidly. No effort was made to check whether businesses named as sponsors were in fact supporters of the event, or in fact whether they existed or not. Some sponsors of the Rail Trail Duathlon were mistakenly identified. It is suggested that organisers seek to identify or promote sponsors more clearly for future events.

A copy of the survey form as well as the full results is included as appendices to the report.

Jonathan Gadd  
Business Development Manager





6. How many people does this expenditure cover?
7. What is your best estimate of your expenditure (or that of your group) for your total planned stay in the Maniototo for the following categories?

#	Category	Expected total
1	Accommodation	
2	Food and beverages at takeaway, café, hotel etc	
3	Food and beverages from stalls	
4	Retail in shops	
5	Retail in stalls	
6	Entertainment / activities / attractions	
7	Miscellaneous / any other spending	

**Finally, we have a few questions on your participation in the Art Deco Festival.**

8. On a scale of 1 to 10 how would you rate the art deco festival? (1 = Poor, 10 = Excellent)

1      2      3      4      5      6      7      8      9      10

9. To make it a 10 what would we need to do?

10. Please name any of the sponsors of the Art Deco Festival that you can?



Main reason for being in Ranfurly	Other (Specify)	Total
Art Deco		78
	Helper	1
	Music	2
	On gates	2
	On Holiday	1
	Playing in band	1
	Stall holder	2
	Visit Friends	1
	Visiting	1
Art Deco Total		89
Duathlon		15
	Art Deco	4
Duathlon Total		19
Other	Day out	1
	Family	1
	Motorhome Rally	22
	On Holiday	1
	Passing Through	1
	Rail Trail	3
	Time Out	1
	Tourist	6
	Travel to Dunedin	1
	Visit Friends	2
	Work	2
Other Total		41
Grand Total		149

It is interesting that 22 respondents stated that they were primarily in Central Otago for a motor home rally. As it is probable that the rally was timed to coincide with the Rural Art Deco Festival these responses have been added to the Art Deco total. The number of respondents who had a variation around that their being in Ranfurly on this particular date was a matter of chance is also interesting.

Main reason for being in Ranfurly	Total
Art Deco	111
Duathlon	19
Other	19
Grand Total	149

**Q5: How long do you expect your total stay in the Maniototo will be?**

Of the 149 responses 82 indicated that they were staying in the district. As the answers indicated, the district was understood to have included Queenstown Lakes and Waitaki areas.

Where did they stay?	Number of People	Average
Ranfurly	53	2.7
Naseby	13	1.9
Alexandra	6	2.3
Wedderburn	2	3.5
Middlemarch	2	2.0
Waipiata	2	1.5
Patearoa	1	2.0
Queenstown	1	2.0
Moeraki	1	1.0
Wanaka	1	1.0
Subtotal	82	2.5
Didn't stay	67	0.0
Grand Total	149	1.4

Note:

- For Q5 the data was skewed. This means that a small number of respondents staying longer have weighted the average stay. For those staying the most common length was 2 days.

Length of Stay	Total
0	70
1	14
2	36
3	11
4	11
5	4
6	2
7	1
Grand Total	149

The next two question relate to expenditure.

**Q6: How many people does this expenditure cover?**

People	Responses	People represented
1 Person	46	46
2 People	76	152
3 People	11	33
4 People	12	48
5 People	1	5
6 or more people	3	24
Total	149	308

The breakdown of where people are from and accommodation is re-presented for the total number of people represented by the survey:

Count of People	Accommodation type							Total
	B&B	Commercial Campground	Hotel	Motel	Motor Home	Private Home	Didn't stay	
Where From								
Maniototo							43	43
Central Otago	1	1		4		5	24	35
Dunedin	6	16	4		15	48	59	148
Queenstown			4			2	2	8
South Otago						4		4
North Otago					4	1	2	7
Southland		1	2		6	8		17
Canterbury			4		6	2		12
South Island Other			2					2
North Island		6		2	11			19
Overseas						5	5	10
Not stated					2		2	4
<b>Total</b>	<b>7</b>	<b>24</b>	<b>16</b>	<b>6</b>	<b>44</b>	<b>75</b>	<b>137</b>	<b>309</b>

**Q6: What is your best estimate of expenditure (for you or your group) for your total planned stay?**

The following table has the gross results from all respondents, sorted by origin

Where From	Surveyed Expenditure							Total
	Accommodation	Café food & Drinks	Stall food & drinks	Shop retail	Stall retail	Entertainment	Other	
Maniototo		\$ 370	\$ 220	\$ 137	\$ 318	\$ 490	\$ 95	\$ 1,630
Central Otago	\$ 1,705	\$ 1,593	\$ 295	\$ 245	\$ 470	\$ 240	\$ 235	\$ 4,783
Dunedin	\$ 1,148	\$ 2,926	\$ 924	\$ 1,658	\$ 916	\$ 722	\$ 590	\$ 8,884
Queenstown	\$ 360	\$ 130		\$ 50	\$ 120	\$ 10	\$ 50	\$ 720
South Otago		\$ 50	\$ 20		\$ 50	\$ 5		\$ 125
North Otago		\$ 71	\$ 25	\$ 5	\$ 90	\$ 35	\$ 50	\$ 276
Southland	\$ 312	\$ 685	\$ 100	\$ 220	\$ 30	\$ 155	\$ 10	\$ 1,512
Canterbury	\$ 350	\$ 370	\$ 80	\$ 185	\$ 110	\$ 10	\$ 70	\$ 1,175
South Island Other	\$ 600	\$ 50		\$ 50	\$ 15	\$ 10		\$ 725
North Island	\$ 282	\$ 225	\$ 75	\$ 310	\$ 184	\$ 15	\$ 550	\$ 1,641
Overseas		\$ 35	\$ 65	\$ 66	\$ 116	\$ 57	\$ 135	\$ 474
Not stated	\$ 12	\$ 66	\$ 90	\$ 100		\$ 5	\$ 100	\$ 373
<b>Grand Total</b>	<b>\$ 4,769</b>	<b>\$ 6,571</b>	<b>\$ 1,894</b>	<b>\$ 3,026</b>	<b>\$ 2,419</b>	<b>\$ 1,754</b>	<b>\$ 1,885</b>	<b>\$ 15,905</b>

This represents the per person expenditure:

Where From	# of People	Per person expenditure							Total
		Accommodation	Café food & Drinks	Stall food & drinks	Shop retail	Stall retail	Entertainment	Other	
Maniototo	43		\$ 9	\$ 5	\$ 3	\$ 7	\$ 11	\$ 2	\$ 37.91
Central Otago	35	\$ 49	\$ 46	\$ 8	\$ 7	\$ 13	\$ 7	\$ 7	\$ 136.66
Dunedin	148	\$ 8	\$ 20	\$ 6	\$ 11	\$ 6	\$ 5	\$ 4	\$ 60.03
Queenstown	8	\$ 45	\$ 16		\$ 6	\$ 15	\$ 1	\$ 6	\$ 90.00
South Otago	4		\$ 13	\$ 5		\$ 13	\$ 1		\$ 31.25
North Otago	7		\$ 10	\$ 4	\$ 1	\$ 13	\$ 5	\$ 7	\$ 39.43
Southland	17	\$ 18	\$ 40	\$ 6	\$ 13	\$ 2	\$ 9	\$ 1	\$ 88.94
Canterbury	12	\$ 29	\$ 31	\$ 7	\$ 15	\$ 9	\$ 1	\$ 6	\$ 97.92
South Island Other	2	\$ 300	\$ 25		\$ 25	\$ 8	\$ 5		\$ 362.50
North Island	19	\$ 15	\$ 12	\$ 4	\$ 16	\$ 10	\$ 1	\$ 29	\$ 86.37
Overseas	10		\$ 4	\$ 7	\$ 7	\$ 12	\$ 6	\$ 14	\$ 47.40
Not stated	4	\$ 3	\$ 17	\$ 23	\$ 25		\$ 1	\$ 25	\$ 93.25
<b>Total</b>	<b>309</b>	<b>\$ 15</b>	<b>\$ 21</b>	<b>\$ 6</b>	<b>\$ 10</b>	<b>\$ 8</b>	<b>\$ 6</b>	<b>\$ 6</b>	<b>\$ 72.23</b>

Due to the small sample size the per person expenditure of "South Island – Other" should not be taken as a represent expenditure. The sample sizes are such that only categories with more than 30 responses should be taken as being sufficiently robust to enable true comparison.

The final three questions relate to peoples participation in and experience about the Blossom Festival and what changes or improvements they would like to see.

**Q8: On a scale of 1-10 how would you rate the art deco festival (1=poor, 10=excellent)**

136 respondents answered this question.

Festival Rating	Total
3	1
4	1
5	1
6	9
7	22
8	35
9	35
10	32
Mean	8.3
Median	8
Mode	8.5

**Q9: To make it a 10 what would we need to do?**

There were a large number of responses to this question. The following table lists them and number of times raised. No attempt has been made to categorise these answers as they represent most aspects of the festival.

Improvement suggestion	Total
No changes	24
More stalls	7
More Shade	6
More toilets	5
Weather general	5
Attract More People	2
Hold every 2 years	2
More Entertainment	2
More Seating	2
A Bigger Stage	1
Alls shops included. More for kids	1
Announcer more on ball with parade. LY better	1
Bands not so loud and close together	1
Better LY. Bands not so loud	1
Block off John St and have more stalls	1
Bike riders should be part of event -no pay	1
Compere to be more encouraging	1
Dancing demonstrations - ie Charleston	1

Discourage under age drinking	1
Don't charge Duathlon people an entry	1
Don't have Country Music - more Jazz	1
Encourage more locals, combine with A&P	1
Excelllent for stall holders	1
Expected the Auction.	1
Free entry to Duathlon & support crew.	1
Get Kids involved in parade	1
Get Locals involved in shows	1
Had great day	1
Have a pig on a spit	1
Hold Every 2nd year. Duathlon on other year	1
Keep Doing What doing	1
Lack of catering for Cocktails on Friday Night.	1
Less People	1
more advertising	1
More arts & Craft stalls, Wineries	1
More attention to proper	1

art deco dress and style	
More bands	1
More details on what is on prior to the day	1
More events	1
More interactive show	1
More Kids Activities	1
More Lolly stalls	1
More shade at railway station for Duathlon	1
More stalls and produce	1
More tables and shade	1
More things for kids - activities	1
More toilets in streets	1
More variety to keep people coming back	1
Needs more people	1
Not worth paying \$6	1
People who dress up shouldn't be charged	1
Shops further down not included.	1
Walks and tours of Art Deco buildings	1
Wasn't as good as other years	1

The final question asked people to identify any sponsors of the Rural Art Deco Festival.

**Q10: Please name any of the sponsors of the Blossom Festival that you can?**

<u>Count</u>	<u>Number</u>	<u>%</u>
No Sponsors	66	44%
1	48	32%
2	21	14%
3	6	4%
4	3	2%
5	5	3%

The sponsor's names and the number of times named were:

Sponsor	Total
ODT	26
Mclarens Transport	12
More FM	11
Lions	10
CODC	8
Ranfurly Hotel	6
Ranfurly Lion Hotel	4
Cadbury's	4
ODT Print	4
Fulton Hogan	4
Southern Vic Charitable Trust	3
Oturehua Hotel	3
Burn 729	3
DCC	3
Wedderburn Lodge	2
Ranfurly Shops	2
Dunedin Casino	2
Ranfurly Garage	2
McLellans Transport	2
Lodge & Cottages, Wedderburn	2
Forrys	2
Wedderburn Tavern	1
Green Man	1
Lion Hotel	1
Lion Red	1
Burn 728	1
Local Businesses	1
Community Trust	1
Maniototo Community Board	1
A'Courts 4 Square	1

Foley & Jones	1
Mitre 10	1
Moana Pool	1
Bennu Bar & Café	1
4 Square	1
Decollectables	1
Off the Rails	1
Otago Museum	1
Otago Trust	1
Danseys Pass Coach Inn	1
FM Radio	1
Casino	1
Calder Prescott	1
Farmer	1
Cooks Transport	1
Speights	1
Stonehenge	1
Style Corner	1
Waipiata Country Hotel	1

Note:

- No attempt was made to verify or feedback whether company's named either exist or were actual sponsors.