

CENTRAL OTAGO DISTRICT COUNCIL

DATE: 18 August 2008

SUBJECT: **Cromwell Motor Caravan National Rally: Gold in Valley
(EDT 01-02-11)**

Purpose

The purpose of this report is to summarise the outcomes of a survey of the attendees to the NZMCA Easter Rally "Gold in Valley".

Background

The NZMCA rally "Gold in Valley" was held at the Cromwell Racecourse over Easter, 2008. 950 motor caravans attended the rally. Each caravan received a copy of the survey as part of the registration pack and were requested to drop the completed survey with the rally convenor prior to departure. Two prizes of a bottle of wine were offered as incentives to complete the survey.

1. The primary intention was to undertake a survey to obtain credible data on the economic impact to Central Otago of the NZMCA Easter Rally.
2. Part of this was the desire to understand where people came from to the rally and how long they stayed in Central Otago District.
3. It was also an opportunity to poll the attendees on the activities they undertook while in the district and also gain an indication of how much they enjoyed their time here.
4. Finally, this was an opportunity for attendees to highlight areas where they felt improvements could be made to improve their rally experience.

Detail

The survey was conducted over the weekend of the 21st to the 25th of March, 2008 in conjunction with the NZMCA Easter Rally, "Gold in Valley". The weather over the long weekend was fine but tending to hot and windy.

The total direct cost of the survey was \$600 which included the prizes and data entry of the returned forms. This was funded from the Business Development projects budget. Data was entered into a customer built Microsoft Access database, which enabled quick analysis using spreadsheets and pivot tables.

Results

Major findings were:

- A total of 430 forms were returned. This represents 45% of the total motor caravans that attended, which is considered an excellent response rate.

- 92% of motor caravans contained 2 people and the average number of people per motor caravan was also 2.
- 63% of attendees came from the North Island to the rally. The largest number of these came from further north than Taupo. While the average stay in Central Otago was 15 days, the total average length of trip for all attendees was 60 days. Not surprisingly the further people came from the longer the total trip.
- Average daily spend per person while in Central Otago was only \$39 per day. This is very low, but reflects the self contained nature of the motor caravaners. However, the protracted length of stay (compared to most visitors to the district) meant that the total expenditure of \$568 per person is significant. Excluding fuel and vehicle running costs, the main areas of expenditure in Central Otago were retail in shops and food in cafes.
- Also excluding fuel and vehicle running costs the direct and total economic impacts of the attendees of the rally were as follows:

Impact Summary	Direct	Total
Output	\$823,272	\$1,247,069
GDP	\$395,199	\$608,367
Employment (FTE's)	11.3	14.0

Key

- Direct expenditure is the impact derived directly from the attendees of the rally.
- Total incorporates the multiplier effect of the flow on of the direct impact into the Central Otago community.
- Output is the total monetary impact.
- GDP refers to the value add component of the expenditure. Value added measures the total value contributed by the rally attendees and then on into the community. In theory it is equal to the value of the output of business (i.e. sales or turnover) less its purchases from other businesses of goods and services used in production (that latter are sometimes termed intermediate inputs).
- FTE refers to full time equivalents. Therefore, one FTE equates to one person employed full time for a year. More realistically for this event, it refers to many parts of jobs attributable to the expenditure of the rally attendees adding up to 11 direct and 14 total FTE's.

The figures in the above table are calculated using input output tables developed specifically for Central Otago by Butcher & Associates.

- The main activities undertaken by the attendees of the rally reflect their self contained nature, with visits to Old Cromwell and Central Otago historic reserves being the most popular. "Warbirds over Wanaka" which coincided with the rally, was the most popular commercially orientated event or activity, followed by wine tasting, water sports and walking or riding on the Otago Central Rail Trail.
- The attendees indicated that they enjoyed the rally, rating it on average 8.26 out of 10 (10 being excellent).

- There were a large number of suggested improvements. The most common theme was around the entertainment, although there was no common activity that was targeted, this possibly being reflective of the large amount of ongoing activities that were offered to the attendees. In fact, while many people had suggestions for changes or additional activities there were several people who wanted fewer activities. Entertainment was followed by concerns about waste and sanitation and by concerns about the PA systems. These tended to be more focused around a few direct issues. The small number of toilet and shower facilities and the need for people to provide their own soap and toilet paper were commented on, as was the lack of recycling sites. Also, both the indoor and outdoor PA systems came in for some flack for being too hard to hear.

Summary

In summary, the NZMCA Easter Rally, "Gold in Valley", had a very positive economic impact on Central Otago. This was mainly brought about by the length of time the attendees stayed in Central Otago as average daily expenditure was low. While the attendees expressed that they had enjoyed the experience of the rally there were some useful recommendations that could be incorporated for future rallies.

Jonathan Gadd
Business Development Manager