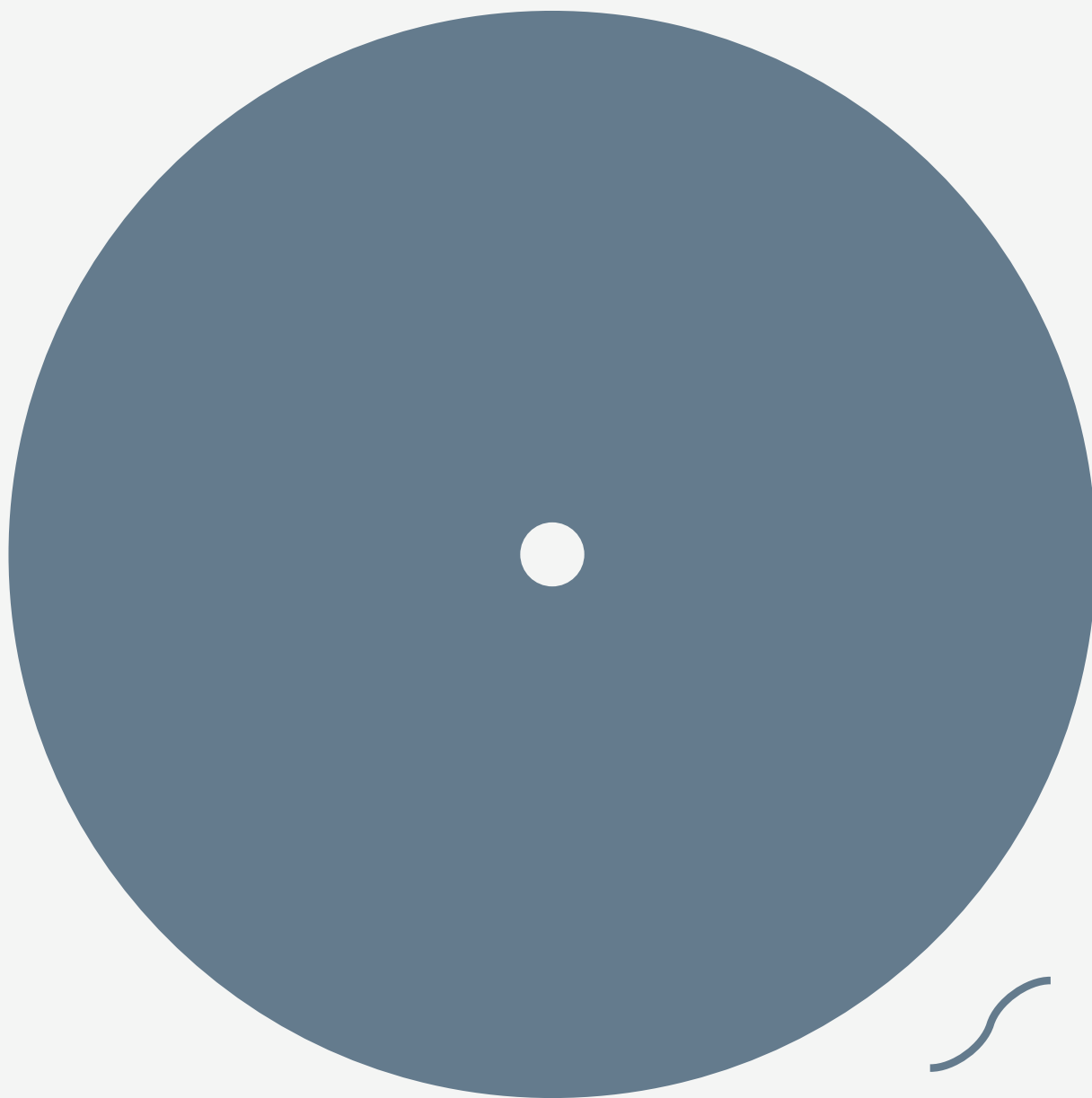


Evaluation of the First Bournemouth Wheels Festival





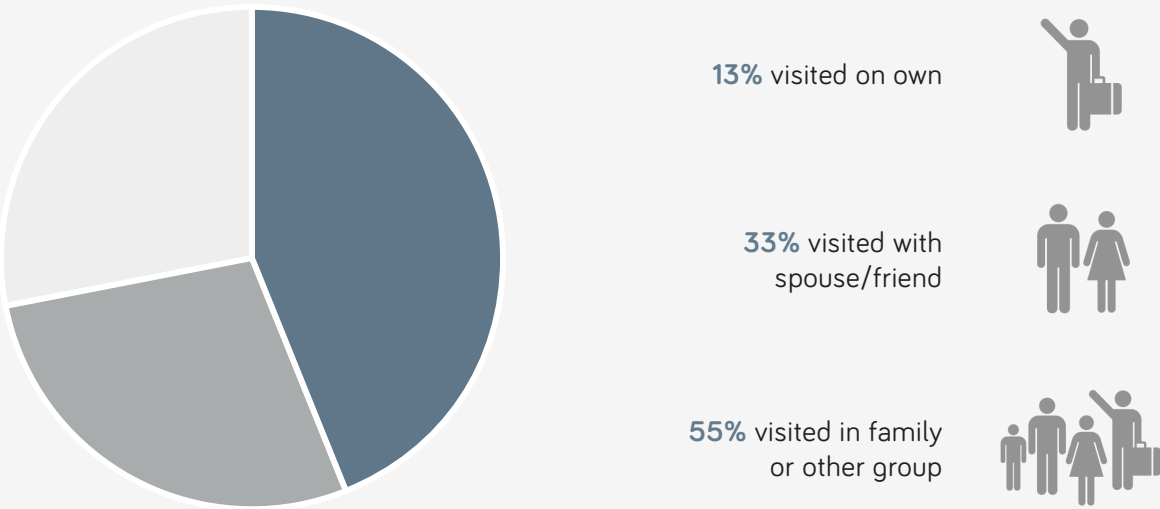
Evaluation of the First Bournemouth Wheels Festival

The Bournemouth Wheels Festival is a new initiative organised by Bournemouth Borough Council and delivered in association with a number of partners, which took place over the May Bank Holiday weekend in 2014. Billed as the largest free family wheels themed festival it featured static displays, animated shows and demonstrations throughout the weekend. Tourism South East Research were commissioned by the **National Coastal Tourism Academy** to evaluate the success of the Festival. The results from a variety of different research methods (outlined below) were combined to provide an overall evaluation of the success of the event:

- On site observation
- Visitor Survey – 620 face to face interviews
- Trader Survey – online post-event
- Business Survey – telephone survey with 100 local tourism businesses
- Stakeholder Consultation – in-depth telephone interviews

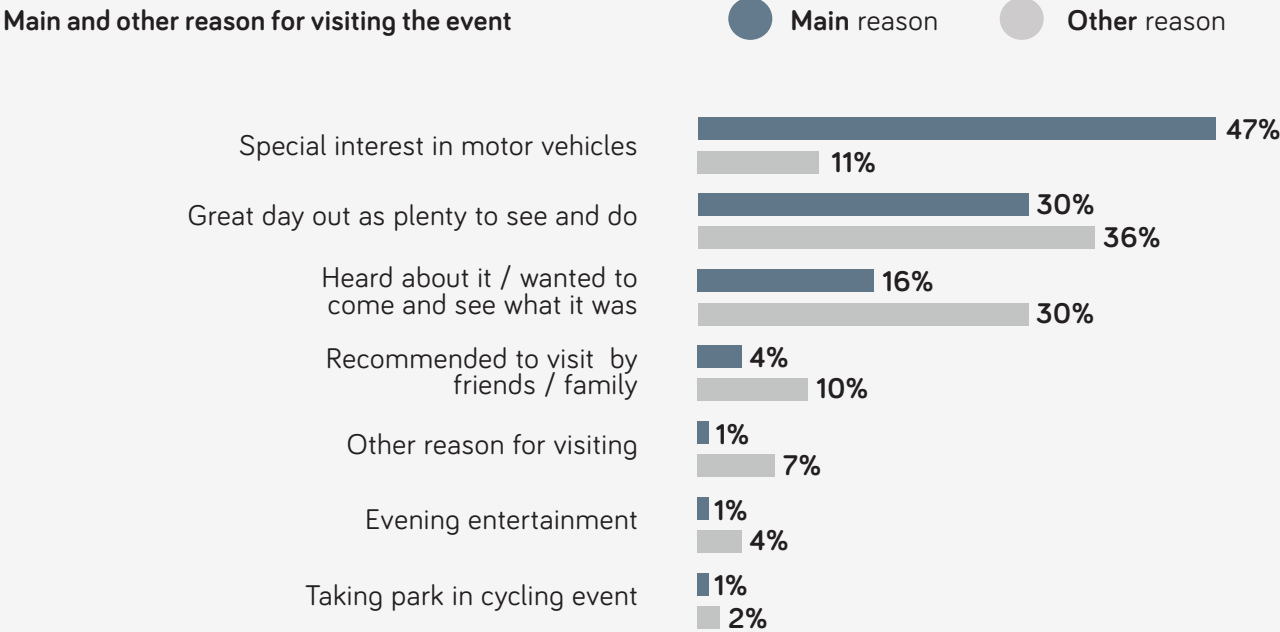
WHO WERE THE VISITORS?

The event was well attended with **44%** from the local market, **28%** day visitors from outside the area and **28%** tourists staying locally. The majority of visitors came from Dorset, Hampshire and other parts of South East England. A third of people came in pairs, either spouses or two friends. A significant **13%** came on their own.



REASONS FOR VISITING

47% of visitors came because they had a special interest in motor vehicles but a significant **30%** simply saw it as a great day out. Excluding Bournemouth residents, the event was wholly or partly responsible for drawing **60%** of visitors to the area.



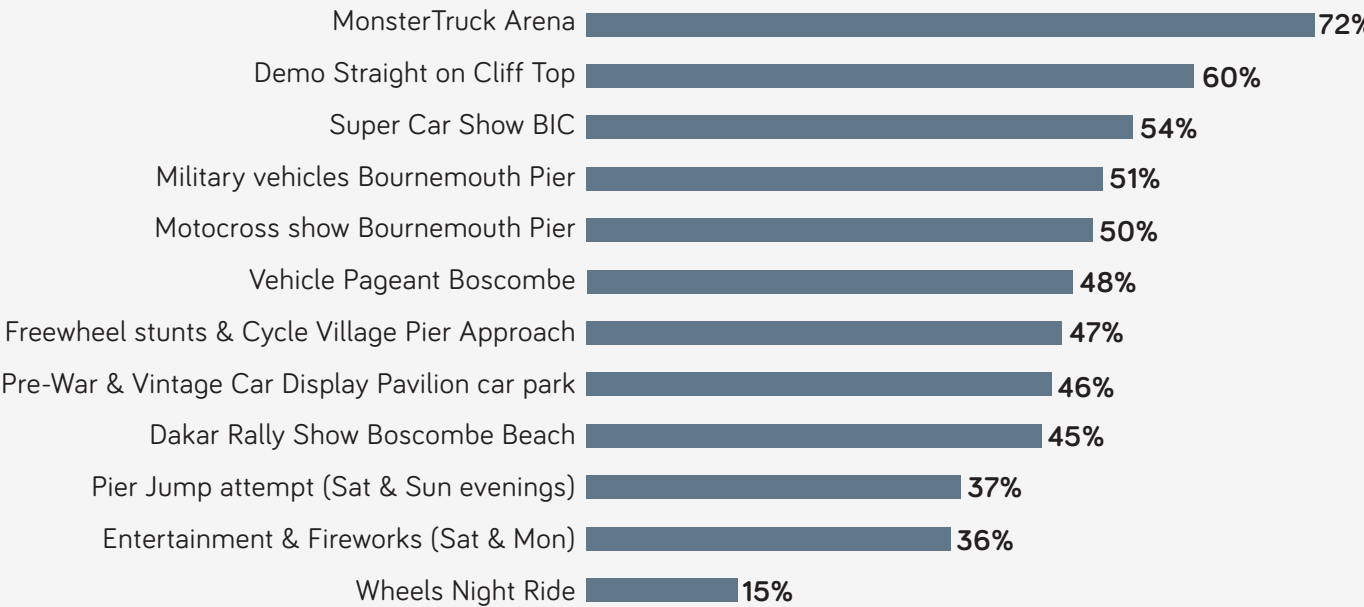
TRIP FEATURES

Most visitors **68%** came to the event by car and many used the Park and Ride service. This was well organised and frequent but additional drop off points were needed. The average length of stay at the event was **5.3** hours and **3** nights for those staying overnight.

The most popular event was the Monster Trucks with **72%** of visitors visiting or intending to visit. Other popular attractions were the demonstration straight, the Super Car Show and the Military Vehicles.

A fifth of visitors reported some contact with one of the Festival Makers with the vast majority of comments being very positive.

Arenas and activities visited / plan to visit



Note: Multiple responses permitted



EVENT PERCEPTIONS

The overall event perception was positive from visitors, stallholders/traders and local stakeholder groups.

Despite the rain on the Saturday and Bank Holiday, the feedback from visitors was excellent with **45%** stating a high level of enjoyment and a further **35%** very high.



79% high to very high enjoyment



19% satisfactory level of enjoyment



9 out of 10 visitors likely to visit again



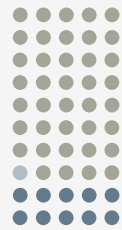
9 out of 10 visitors likely to recommend event

The overall perception of local businesses was positive with **63%** feeling that the event encouraged more people to visit Bournemouth and thus generate trade. Some business and stakeholders however were concerned that the event displaced economic activity to the town. In terms of the event organisation, **44%** of businesses were satisfied with how the event was run but there were some suggestions for improvement:



29%

Earlier consultation with local businesses to help preparation



21%

Better to be at a quieter time of year



14%

Need more activities

EVENT IMPACT

Average visitor expenditure per person ranged from **£9.18** (locals) to **£17.90** (day visitors). The greatest spend per head was by tourists (**£78.87**)

£9.18

Local resident avg. spend

£17.90

Day visitor avg. spend

£78.87

Overnight visitor avg. spend

From a business viewpoint, compared to an average Bank Holiday Weekend, **27%** of local businesses reported that turnover was up – this was even higher for food and drink businesses.



TURNOVER UP FOR **27%** OF BUSINESSES



TURNOVER SAME FOR **61%** OF BUSINESSES



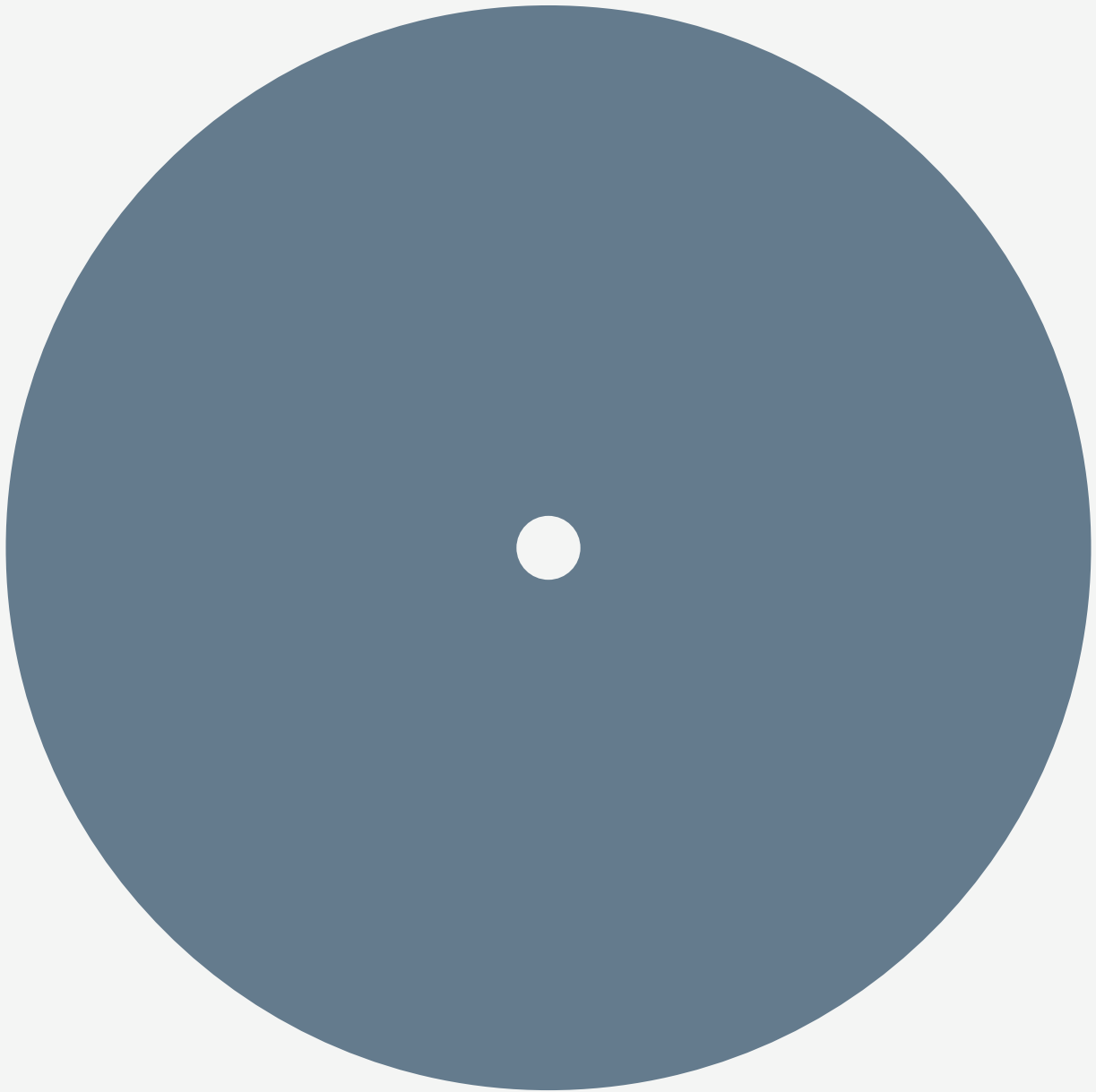
TURNOVER DOWN FOR **12%** OF BUSINESSES

GOING FORWARD

Overall the Wheels Festival was considered by visitors, businesses, stallholders and stakeholders to be a great success. However the evaluation suggests that the following need to be addressed at future events:

- Integration of seafront with the Town Centre
- Communication
- Marketing
- Encouraging overnight stays

Evaluation of the First
Bournemouth Wheels
Festival



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