

# TOYOTA AUSTRALIAN COUNTRY CRICKET CHAMPIONSHIPS 2018

GERALDTON & CHAPMAN VALLEY, WESTERN AUSTRALIA



MID WEST Sports Tourism PROJECT

*This case study has been released as part of the Mid West Sports Tourism Project, which aspires to build a thriving sports tourism industry and make the Mid West region of Western Australia a preferred destination for sporting events through promotion, advocacy and strengthening of the Mid West sporting community. The project involves the collection of economic impact data from Mid West sporting events, over a 12 month period, to provide a clear understanding of the current sports tourism landscape. Four case studies will be released during the 12 month data collection period, followed by the final impact report at the end of 2018.*



AUSTRALIAN COUNTRY  
CRICKET CHAMPIONSHIPS



## EVENT PROFILE

1,000  
SPECTATORS



250  
PARTICIPANTS



36  
VOLUNTEERS,  
STAFF &  
OFFICIALS



\$500,000  
IN DIRECT  
SPENDING TO  
HOLD EVENT



## SPECTATOR PROFILE



- 91% of spectators travelled to Geraldton to attend the event
- 51% of spectators travelled from Western Australia (excluding Mid West)
- 40% of spectators travelled from interstate
- \$785,000 spending by spectators because of the event

## VISITOR PROFILE



- 900+ visitors to the Mid West region
- Each visitor stayed an average of 8.3 nights
- \$734,000 of spending by visitors in the Mid West
- Average spending of \$615 per visitor to the Mid West
- Extra spending of \$465,000 in Mid West tourism\* related industries

## VISITOR DEMOGRAPHIC PROFILE



- 91% of visitors travelled to Geraldton to attend the event
- 58% of visitors travelled from Western Australia (excluding Mid West)
- 42% of visitors travelled from interstate
- 82% of visitors travelled to Geraldton with a group
- All visitors surveyed came to the region because of the event
- 50% of visitors surveyed had never visited the Mid West before

## ECONOMIC IMPACT



- Economic impact in the Mid West of \$1.07 million (Gross Regional Product)
- An increase in real incomes in the Mid West of \$500,000+
- Almost 10 full time equivalent jobs created from additional economic activity in the region

Economic impact was determined using input output modelling. An input output model was created for the Mid West region and spending information from event organisers and a survey of event participants was used to derive visitor profiles and as inputs into the input output model. All results should be treated with caution because of errors created from using survey data. Further details regarding the methodology can be obtained from the Mid West Sports Federation.

\*Tourism related includes accommodation and food and beverage industries.



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a vibrant future



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