

# DENISON BOWLING CLUB MAY CARNIVAL

DENISON, SHIRE OF IRWIN, 26 - 30 MAY 2018



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.*



## EVENT PROFILE



## SPECTATOR AND PARTICIPANT PROFILE



- 96% of spectators and participants travelled to the Shire of Irwin to attend the event
- 94% of spectators and participants travelled from Western Australia (excluding Mid West)
- 2% of spectators and participants travelled from interstate
- Total spending of \$203,000+ by spectators and participants

## VISITOR PROFILE (EXCL. MID WEST SPECTATORS & PARTICIPANTS)



- 350+ visitors to the Mid West region
- Each visitor surveyed stayed an average of 12 nights
- \$197,500 of spending by visitors surveyed in businesses in the Mid West
- Average spending of \$565 per visitor surveyed in the Mid West
- Extra spending of \$144,500 in Mid West tourism\* related industries by visitors

## VISITOR DEMOGRAPHIC PROFILE (EXCL. MID WEST SPECTATORS & PARTICIPANTS)



- 96% of visitors surveyed travelled to the Shire of Irwin to attend the event
- 94% of visitors surveyed travelled from Western Australia (excluding Mid West)
- 2% of visitors surveyed travelled from interstate
- 69% of visitors surveyed travelled as a group
- 98% of visitors surveyed came to the region because of the event
- 8% of visitors surveyed had never visited the Mid West before
- 57% of visitors surveyed stayed longer in the Mid West because of the event and stayed an extra 4.5 nights because of the event

## ECONOMIC IMPACT



- Economic impact in the Mid West of nearly \$177,000 (Gross Regional Product)
- An increase in real incomes in the Mid West of \$82,300+
- 1.5 full time equivalent jobs created over one year 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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Department of  
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