

# GERALDTON CLAY TARGET CLUB ~ CRAYFISH CARNIVAL



GERALDTON, WESTERN AUSTRALIA, 14 - 16 Sept 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

80  
SPECTATORS



180  
PARTICIPANTS



54  
VOLUNTEERS,  
STAFF &  
OFFICIALS



\$55,700  
IN DIRECT  
SPENDING TO  
HOLD EVENT



## SPECTATOR AND PARTICIPANT PROFILE



- 260 spectators and participants attended the Carnival
- 88% of spectators and participants travelled to the Mid West to attend the Carnival

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



- 230+ visitors to the Mid West region
- \$309,600 of spending by visitors surveyed in businesses in the Mid West
- Average spending of \$1,340 per visitor surveyed in the Mid West
- Extra spending of \$155,000 in Mid West tourism\* related industries by visitors

## ECONOMIC IMPACT



- Economic impact in the Mid West of \$238,000 (Gross Regional Product)
- An increase in real incomes in the Mid West of \$108,600
- Nearly 2 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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Australian Government

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Department of  
**Local Government, Sport  
and Cultural Industries**



City of  
**Greater Geraldton**  
a vibrant future



The Mid West Sports Tourism Project is led by the Mid West Sports Federation and supported by funding from the Australian Government through the Building Better Regions Fund, the State Government through the Department of Local Government, Sport and Cultural Industries and Lotterywest, and the City of Greater Geraldton.

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